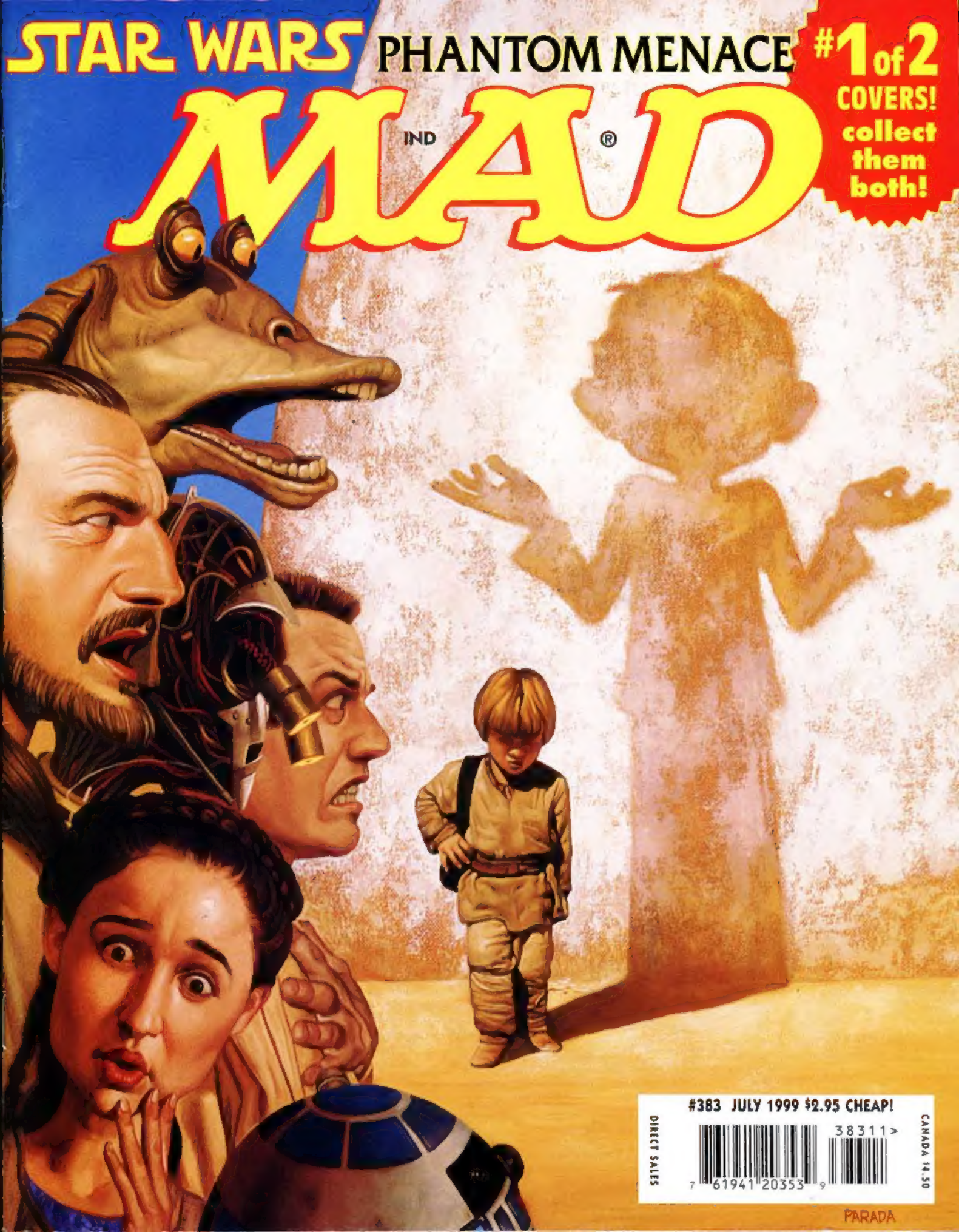
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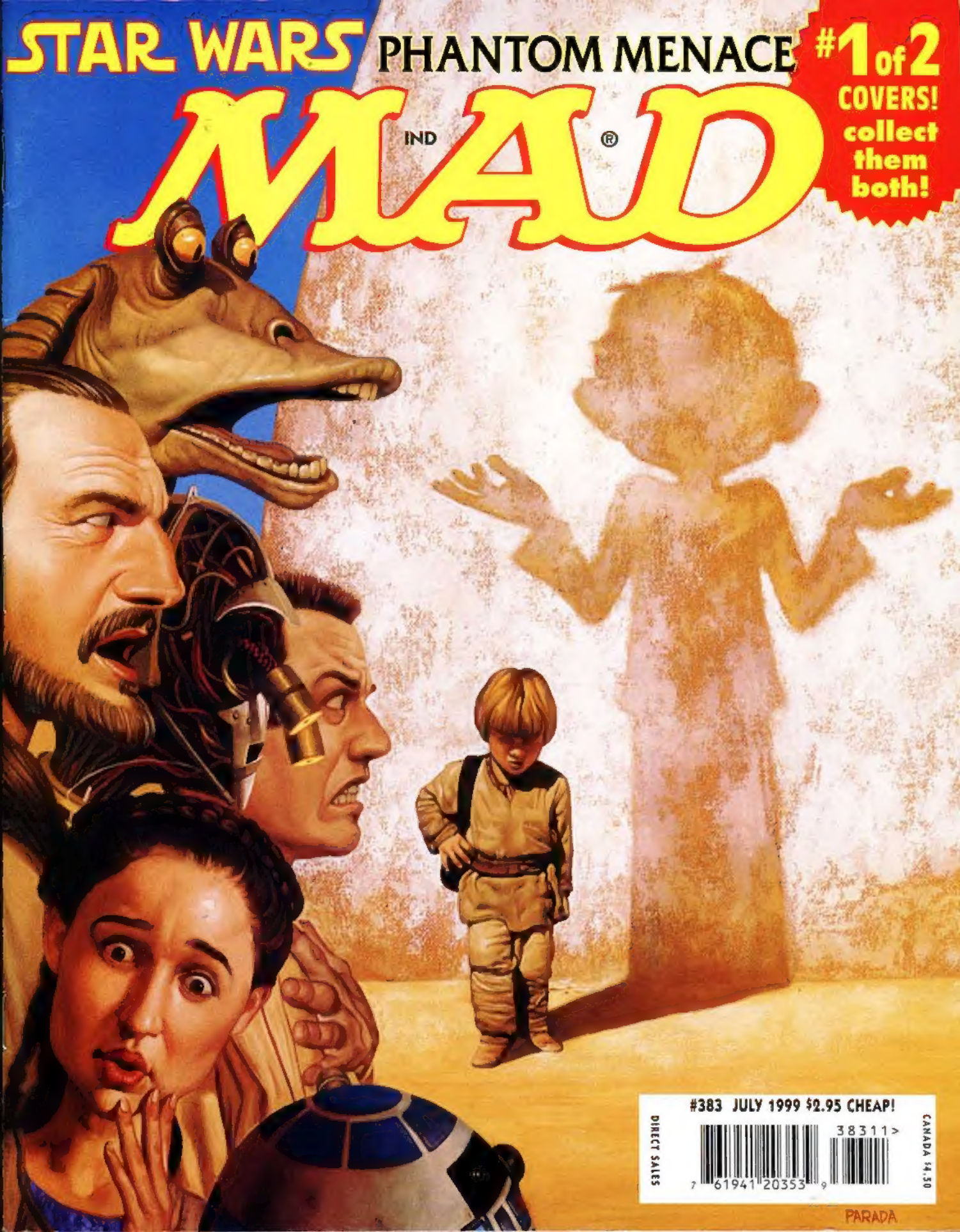
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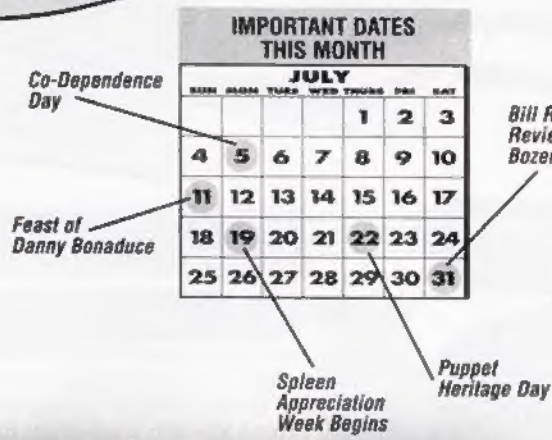
IMPORTANT DATES THIS MONTH
JULY
SUN MON TUES WED THURS FRI SAT
1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31
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Feast of Danny Bonaduce
Bill Ratton's All-Goat Review Opens in Bozeman, MT
Spleen Appreciation Week Begins
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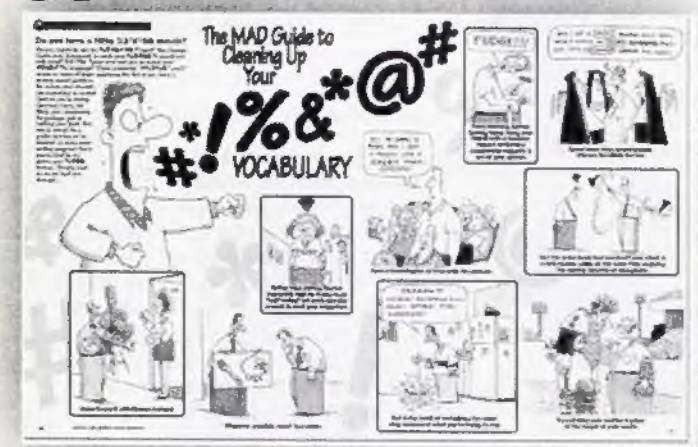

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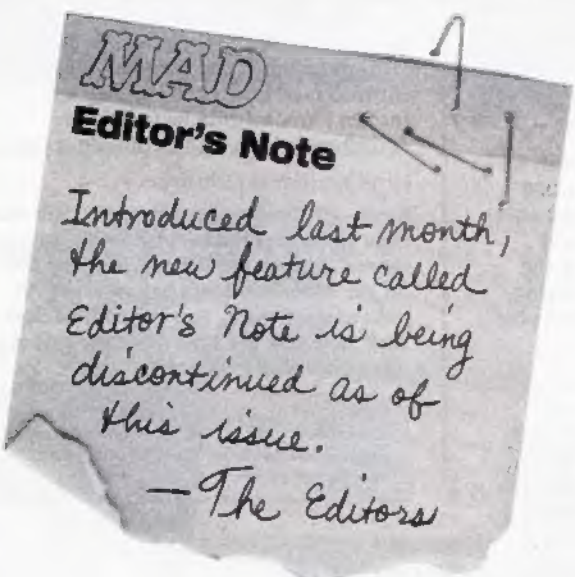
MAD
Editor's Note
Introduced last month, the new feature called Editor's Note is being discontinued as of this issue.
—The Editors

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"Most people don't mind a hard day's work — just as long as they're not in that day!"

FRONT COVER ARTIST: ROBERTO PARADA

HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 383, 1700 Broadway, New York, New York 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! MAD doesn't read faxed submissions!

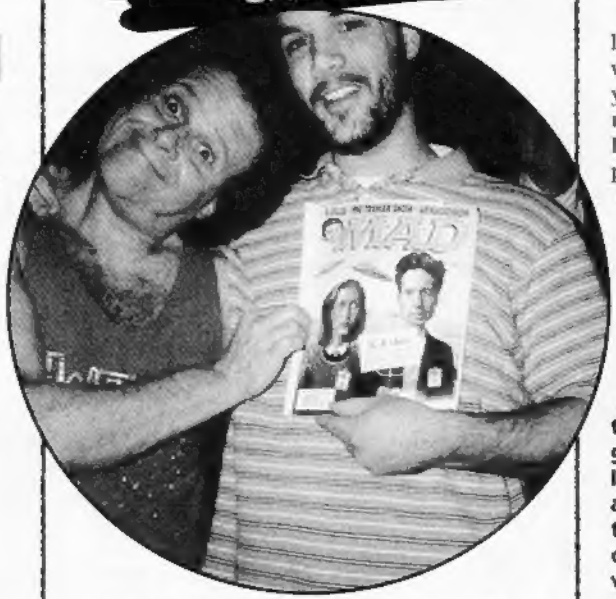
OH SAY CAN YOU CHELSEA?

What's with you people? Don't you know that MAD violated unwritten journalistic ethics by focusing attention on the President's daughter ("MAD Tags Along on a Typical Date with Chelsea Clinton" #379)? Just because *People* magazine would cross the line doesn't mean that MAD has to descend to that rag's abysmal standards.

David Lynch, Willow Grove, PA

Lynchie — Thank you for bringing this to our attention. Your letter was articulate, correct and 100% on point. We have circulated it to all our writers and we can assure you that articles about Bill Clinton's child or any President's child past or future will never, ever see the light of day in MAD. However, in the interest of full disclosure, we feel it necessary to tell you that several articles about Presidents' children have already been purchased and are too far along in production to pull from the magazine. Therefore, please accept in advance our apologies for the following upcoming MAD articles: "You Know George W. Bush is a Nimrod When," "A MAD Peek Behind the Scenes at Trisha Nixon's Tupperware Party," "The Lighter Side of Amy Carter" and "One Fine Day in Bed With The Gore Daughters." We just hope these ideas aren't ripped off by *People* before we have a chance to run them. Happy Reading! —Ed.

MAD CELEBRITY SNAPS



I recently had the chance to meet Richard Simmons and he was generous enough to pose for a picture with me and a copy of MAD #374. So how about it, do I get a free three-year subscription? After 13 years of being a loyal MAD reader it's about time I get some compensation for my suffering!

Tom Ryan, Birmingham, AL

When he's not dealing from the bottom of the Deal-A-Meal deck or suckering 1,000 pound men and women to cry on paid advertisements, tank-top aficionado Richard Simmons finds time to mingle among the little people, namely Tom Ryan of Birmingham, AL, who squeezes us for a three-year subscription. Congrats! —Ed.

DISSING PERSONS REPORT

I am a student at JWJHS in Rhinelander, Wisconsin. I am writing to ask why you always insult the readers in your Letters & Tomatoes Dept. Don't get me wrong, I think it is a great idea, but I think you are insulting a number of people who want to be taken seriously. I think they should get a life and figure out you're not serious, but you are losing readers by doing this.

Paul Heideman, Rhinelander, WI

At the risk of your being right and us losing yet another reader, we will now insult you, Paulie! We start with a question! What the hell is JWJHS? Is this the kind of place that when you graduate you get your own set of tools? Is it a clown college? Is it accredited by anyone? Is the admission test one of those open book, true or false, marked on a curve deals? Your parents must be very proud! Thanks for writing and see ya at the circus! —Ed.

On the Letters Page in issue #378, you tried to insult Michael Lancione three times by calling him a nimrod. According to the *American Heritage Dictionary of the English Language*, a nimrod is a "hunter" or "a mighty hunter." You schmucks (see your definition of *schmuck* in the same issue)!

Gina Benjamin, Rhinebeck, NY

Benji — You know, in retrospect, it is now clear to us that Michael Lancione is not a nimrod. Rather, he's a putz. You, ma'am, on the other hand, are beyond nimrod, putz and schmuck. You are an übercIod. We'll save you the trouble of looking it up in your trusty dictionary! –Ed.

ÜbercIod: (o͝o'bər-klŏd) **an exceptionally dim-witted putz, a fool of extraordinary proportion. archaic: A yapping lap dog of a circus clown.**

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THE MORT, THE MERRIER

On March 18th at the Warner Bros. flagship Studio Store in New York City, long-time MAD artist Mort Drucker was on hand to sign copies of his new lithograph released in conjunction with the new *MAD About the Movies* trade paperback. In addition, he put his John Hancock on the book, which satirizes 75 years of Warner Bros. entertainment. It was the highest-attended signing event in the store's history. Thanks, Mort, for making hundreds of fans' dreams come true! The signed lithograph (pictured here) is still available at the Warner Bros. Studio Store!

THE ANSWER MAD

We continue our feature of answering a letter written to another magazine with a missive sent to *US* magazine's May issue.

As an avid fan who did not waver during the "bad" times, I admire Kevin Costner ["The Heat Is On," March 1999] for his candidness and convictions. He will continue to succeed because his priority in picking roles is the message, not the money. What a refreshing concept! Thanks, Kevin, for not wavering, for taking chances and for believing in your dreams.

S.T., Lafayette, IN

S.T. — What a wonderfully insightful letter. If your definition of succeeding is picking cinematic gems like *Waterworld* and *The Postman*, then you're right, Kev will "succeed" his way right into Hollywood oblivion! *We'll* give you a refreshing concept: Hey, Costner, your priority should focus on whether a role is well-written, interesting and comprehensible. S.T., since you admire his candidness and convictions, how about refunding the hard-earned money us poor suckers spent seeing his "dreams" (our "nightmares"). See you at the $2.00 movie theater for the matinee showing of *Message in a Bottle!* —Ed.

MAD

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Contributing Artists And Writers
the usual gang of idiots

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ARE YOU TALKIN' TO ME — AT $100 AN HOUR? DEPT.

In 1972, MAD spoofed *The Godfather.* In 1974, we parodied *The Godfather Part II.* And just when we thought we were finished, they pulled us back in with *The Godfather Part III!* Recently, there's been a different kind of mobster movie — it's about a wiseguy in crisis. In *The Godfather* they went to the mattresses, in this film they're going to the couches! Seems like they're just begging us to...

I'm Pill Zitti, the mob boss! Doc, I need help! Lately, I've had a series of disturbing setbacks!
Tell me about it! What kind of set-backs?
Career setbacks! They're called *Cop Land, Ronin* and *Heat!*
I feel your pain!
You do?
Mine are called *Father's Day, My Giant,* and *Forget Paris!*
Wow! You've been there, done that, huh?
I figure we're both "needy" for a box office smash! This film could be it! A way of finding closure for our personal career demons!
You, Doc, you're good! You're really good, you!
Mets
Genco
OLIVE OIL
DON CHEECH

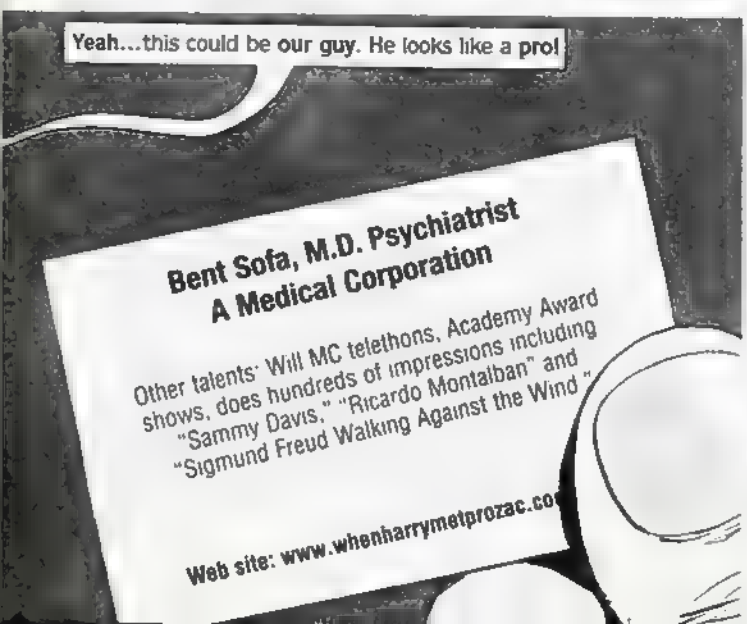
Whoops! I rear-ended you!
No problem! I've been in prison! I'm used to that kinda thing!
Look, I don't want any trouble! Take my license! Take my insurance! Take my first born!
Fuhggedaboudit!!
Then I insist you take my personal business card!
Do I really need this?
Let me put it this way, without it, we have no movie! We have a traffic school film!

I c-c-c-can't breathe! I'm having chest p-p-p-pains!
It musta been that Italian ice cream joint and their new flavor-of-the-month... Scungilli Mocha Almond!
It's not that! I'm having an anxiety attack, I need a head doctor! A shrink!
In a rare plot coincidence, I just bumped into this shrink! Here's his card!

satirize this

ARTIST: ANGELO TORRES WRITER: JOSH GORDON

The boss is a mess! He's conflicted... in deep denial... he's in a bad place!
I don't know what the %$@!#& you're talkin' about! He's not in a bad place! Under the Meadowlands in Jersey — THAT'S a bad place!
This is a culture clash flick — an Italian mafioso hooks up with a Jewish therapist!
Yeah, this shrink better help, or else!
Or else, what?
Or else he sleeps with the gefilte fishes!
I'm Promo Spumoni, the rival crime lord! This %$&#* has gotta stop! I'm $&#*%-ing fed up! I want answers!
We'll get answers, boss! We'll find out why Zitti's muscling in on your territory!
Schmuck, not that! Find out why in every film — from A Bronx Tale to Bullets Over Broadway — I'm dressed for Guys and Dolls!
We may kill Dr. Sofa!
Wow! That doesn't bode well for my upcoming marriage!
If your fiancé doesn't cure him, we're gonna make his life a living hell!
Ewwwww! Y'know, you don't have to! He could get that at home! With me! That was, like, my plan!


Yeah...this could be our guy. He looks like a pro!
Bent Sofa, M.D. Psychiatrist
A Medical Corporation
Other talents: Will MC telethons, Academy Award shows, does hundreds of impressions including "Sammy Davis," "Ricardo Montalban" and "Sigmund Freud Walking Against the Wind."
Web site: www.whenharrymetprozac.co

You can't barge in here! You're not in my appointment book!
I am now!
Barge away! Barging is therapeutic! We happen to have a three o'clock barge available!
PROZAC

I have a friend who has a problem!

Tell me about him!

He's stressed! He's panicked! He was in *Raging Bull!*

I'll go out on a limb — I think your friend is you!

You! You've got a gift! You're gonna be my permanent therapist!

Mr. Zitti, you don't really want me! You want the best!

That's not you?

In the newly-crowded field of "Mobster Therapy," this babe's the best...

Tony Soprano's shrink is an expert in "Wiseguy Stress"!

Fuhgedaboutit! She's got a huge waiting list! Besides, she practices on HBO, and I only have basic cable!

Today in Miami the temperature will be 82 and there'll be a 90 percent chance of phlegm! This is Lola Glockamorra signing off!

That's the girl I'm going to marry! Whaddya think?

She's dippy! She's spacy! She's doing "Phoebe"!

Yeah, and at 40 times the salary!

You dragged me out of bed in the middle of the night and kidnapped me!

I want you on call 24 hours a day to deal with my "inner mobster"!

I don't work this way, Mr. Zitti! I have regular hours! I have a life!

Not for long.. !

We've got some serious doctor-patient trust issues!

Well, it gets worse!

How can this possibly get worse?

When you wake up tomorrow there'll be a sea-horse head in your bed!

What are you flipping out about? Because we're armed and the feds are up there, tailing us!?

Because I'm walking on the beach without sunscreen!

Dr. Sofa, I think you've got more hangups than I do!

Tell me about it!

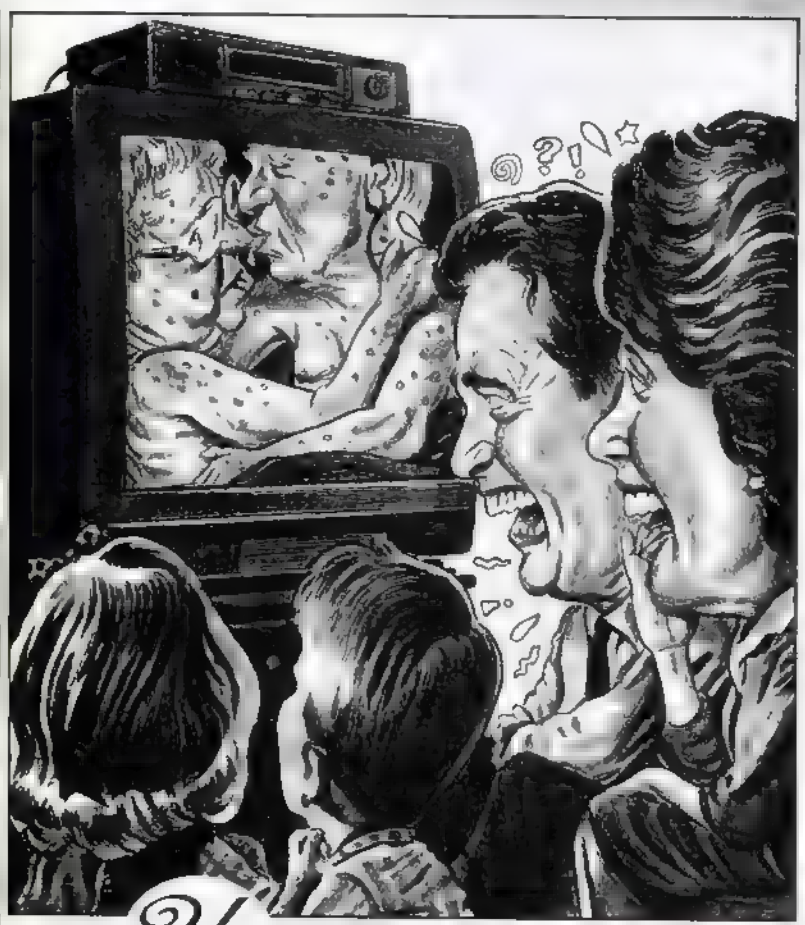
My wedding is ruined! A mobster just crashed the ceremony!
Not to worry! Lots of people crash weddings!
He was tossed from the 14th floor balcony! That's him in the chopped egg salad!
Okay. NOW start worrying! It's bad luck to mix meat and dairy!
I just got off the phone with Zitti! He says I need "closure"! You get a dictionary and find out what closure is!
Boss, I think maybe it means your fly isn't zipped up!
You schmuck! Just find out what it is!
Word is out that you're seeing a shrink! That you're more sensitive! That you're getting in touch with your feminine side! The rival families perceive this as a sign of weakness!
That's #%$&-ing insane! Now I gotta think! Warter, bring me another white wine spritzer! And somebody shut off that Tony Bennett crap! Play some "Side By Side By Sondheim!" Vito, you call this a flower arrangement...!?!?
MAX KORN EATS HERE
I want closure!
Who are you?
An audience member! The subplot with the FBI and these shoot-out scenes are endless!
I'm feeling conflicted! I loved the opening of this flick, but this silliness in the final stretch is causing me anxiety attacks!
Pill had another panic attack! You're replacing him at this big meeting of mafia bosses! Try and blend in!
Perfect! I'll blend in here like you'll blend in at a meeting of Calvin Klein models!

Some of you may **not know me!** My name is **Lenny da Groin,** also known as Harry da Hernia, **Perry da Prostate,** Tubby da Tuba, **Willy da Wonka,** Stan da Man, **Leo da Up,** Whoopie da Goldberg, **Murray da K** and **Allstair Cooke!** I'm looking around here at all you **wiseguys** with the **broken noses** and **cauliflower ears** and I think I'm at a **reunion** of the **"facially challenged,"** but I want to tell you all — you look **mahvelous. .absolutely mahvelous!**
Now relax! **Nobody's muscling in** on your **rackets!** You'll all keep your **territories** — the **prostitution, gambling, drugs** and **extortion!** Me? I'll be handling all the **farfel** and **noodle pudding** east of **Peoria!** Also, I'll be in **control** of all **Mambo studios** in **Boca! If** anyone cuts in on my action, they're **dead brisket!** I'll clap your heads with **erasers so hard** there'll be **chalk dust** up your **kazoo!** Is that **absolutely clear!?** Okay! That's it! **Ba-da-bing, Ba-da-boom! Fuhggedaboudit! Shalom!** Incidentally, gentlemen, I have all of **Jerry Vale's albums!**
Who the **hell** is this **%$&#-ing idiot?** What's he **doing** up there?
It's **obvious!** He's doing **leftover dialogue** from ***Mr. Saturday Night!***
HIT THIS GUY... WIN A SUIT!
I **never saw** this punk before! What **"family"** is he from?
I think the **Partridge Family!** Although he doesn't seem **tough enough!**
By the way, you think you had **stress before,** here's **my bill!**
Now I have to **get back** to my **practice!** I have a **very angry patient!**
I **can't believe this!** What just happened here? I **completely disappeared** from this film! How come I only had, like, **six lines** in the movie?! I **don't understand** it! I had so much heat from ***Friends*** and ***The Opposite Of Sex!*** The **fat bodyguard** had a **bigger part** than me! I feel **rejected** and **misunderstood!** I could have **mailed** this **part in...!**

RULES TO NOT LIVE BY DEPT.

The MAD Book of Suicide Etiquette

Remember that wacky Heaven's Gate cult that committed mass suicide a few years ago? Sure, they were nuts, but you have to give them credit for carefully planning their deaths! From choosing an order in which to kill themselves to deciding what everyone would wear (Nikes and purple shrouds) to artistically positioning their soon-to-be corpses, no detail was overlooked! Why then, we wonder, doesn't everyone prepare for their self-demise as meticulously as they did? Probably because they've never read...



Unless you were a professional adult video actor in tip-top physical shape – erase, smash and burn all sex tapes of yourself and your mate!

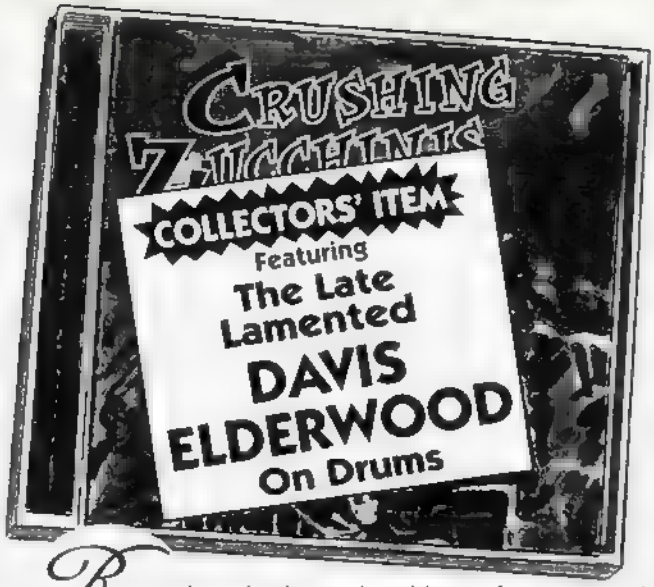
Always make sure to put out enough dog food to last until your body is finally discovered!

ARTIST: DREW FRIEDMAN WRITER: MIKE SNIDER

The MAD Book of Suicide Etiquette

Don't be a selfish suicide — consider the feelings of others who may be depending on your continued existence — to land the jumbo jet, for instance!

When borrowing a friend's car to do yourself in, show your gratitude by making sure there's enough gas in the tank to asphyxiate yourself *and* get your friend to work the next day!



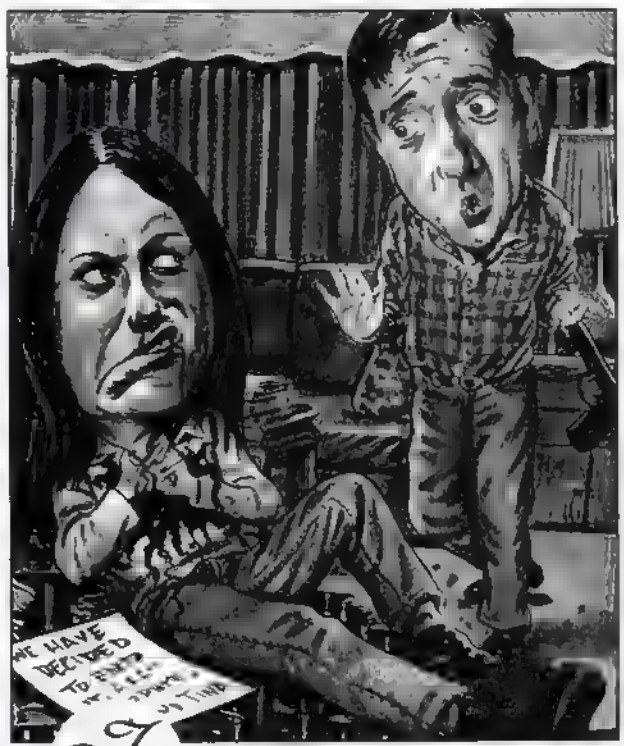
Remember, death equals publicity! If you're a rock musician planning an "accidental" heroin overdose, select a date just prior to the release of your group's next album, to thoughtfully increase your bandmates' royalties!

During a mass suicide, the polite cult member takes extra care to double up the recipe for cyanide-laced pudding to insure there'll be more than enough to go around!

TO WHOM IT MAY CONCERN
THERE ONCE WAS A FELLOW NAMED NORMAN WHOSE WIFE RAN AWAY WITH THE DOORMAN, HE BOUGHT A NEW GUN, AND WHEN HE WAS DONE...

Try and "liven up" what will surely be a somber mood by leaving a suicide note that's entertaining as well as informative!

During a high-rise plunge, the total despair and hopelessness of the final moment are no excuse for "careless aiming"!



It's considered atrociously bad manners to back out of a murder/suicide pact right in the middle!

The gracious Dr. Kevorkian client sets out enough refreshments for him, his lawyer *and* the entire *60 Minutes* camera crew!

Monroe and...

SOB! SOB! HONEY, COME IN HERE!
I NEED TO TALK TO YOU ABOUT SOMETHING!
GUZZLE
I DIDN'T RAID THE LIQUOR CABINET! YOU MUST'VE DRANK IT ALL!
WHAT?! NO, THIS ISN'T ABOUT THAT! YOU KNOW HOW GRANDMA HAS BEEN SICK?
YEAH, LAST TIME I SAW HER SHE PUKED BLOOD ALL OVER MY NEW AIRWALKS!
WELL, THE GOOD NEWS IS YOUR SNEAKERS ARE SAFE!
YOU MEAN...?
HIYA, GRAMPSY OL' PAL!
I GOTTA GO, HONEY, THAT BOY YOU HATED IS HERE
HOW'RE YOU HOLDIN' UP, POP?
IT'S A REAL KICK IN THE ASS, I TELL YA.
I UNDERSTAND.
AND THIS DAMN LIMO'S COSTIN' ME A C-NOTE AN HOUR!
HEY, CAN I STICK MY HEAD OUT THE SUN-ROOF?
HI, DAD.
HIYA, SON. HOW'RE YOU DOIN', HONEY?
SPECTACULAR.
I KNOW IT'S TOUGH.
HERE, I PICKED YOU UP A PINT OF PEACH SCHNAPPS.
OH...
WELL, TAKE CARE. TRY TO THINK ABOUT HOW MUCH YOU'RE SAVING ON NURSING HOME CHARGES BECAUSE SHE DIDN'T LINGER.
DAMN. THE GUY STILL HAS HIS MOMENTS.

THE FUNERAL

Nothing shapes a young man's life as much as the first time he hears those three little words. You know the ones: "Your Grandma's dead." That's right, sport, time to face up to the fact that we're all mortal!

I'M AFRAID SO YOUR GRANDMA'S DEAD!
SOB! SOB!
AND I WANT YOU TO KNOW THAT WHEN GRANDMA SAID SHE DIDN'T LOVE YOU SHE WAS JUST KIDDING HONEY.
GULP!
WHAT?
NOW, I WANT YOU TO BE ESPECIALLY NICE TO GRANDPA AS WE GO TO THE FUNERAL HOME!
I'LL GIVE HIS ENEMA BAG AN EXTRA SQUEEZE.
YES, HE'S NOT HIS USUAL LIVELY SELF!
BESIDES, YOU MIGHT INHERIT SOMETHING.
THAT'S THE BEST NEWS I'VE HEARD ALL DAY.
SHADY HOLE
DISCOUNT FUNERALS
LETS TALK FAMILY PLOTS
SIT DOWN AND ACT SOMBER.
SHEESH.
HEY, MOM, LOOK -- THERE'S DAD!
LOUSY BASTARD! CAN'T EVEN LET ME BURY MY MOTHER IN PEACE!
PSST, DOTTY, REMEMBER WHEN I TOLD YOU I'D PAY BACK THAT THREE GRAND SOMEDAY?
WELL, HERE'S A CHECK. I'LL JUST TUCK IT RIGHT HERE
DAD, DON'T CLEAN UP I'LL DO THAT!
HAVE YOU EVER SEEN THIS MUCH HAM IN YOUR LIFE?
I MEAN FER CHRISSAKE! WHO NEEDS THIS MUCH HAM? COULDN'T SOMEONE BRING ME A FRIGGIN' SALAMI?!
CRASH!
WHY DON'T YOU JUST GO RELAX?
YEAH, SURE. HEY, MONTY, COME WITH ME! YOUR GRANDMA LEFT YOU SOMETHING!
YES! PAYDAY!
UH, I MEAN... SURE.
WHOA!
IS THIS A DIAMOND?
NAH, IT'S ONE OF THE TITANIC KNOCK-OFFS!
SHE BOUGHT IT OFF THE TV! NEXT THING I KNOW SHE WENT DOWN LIKE THAT DAMN SHIP!
PUT IT ON, KID.

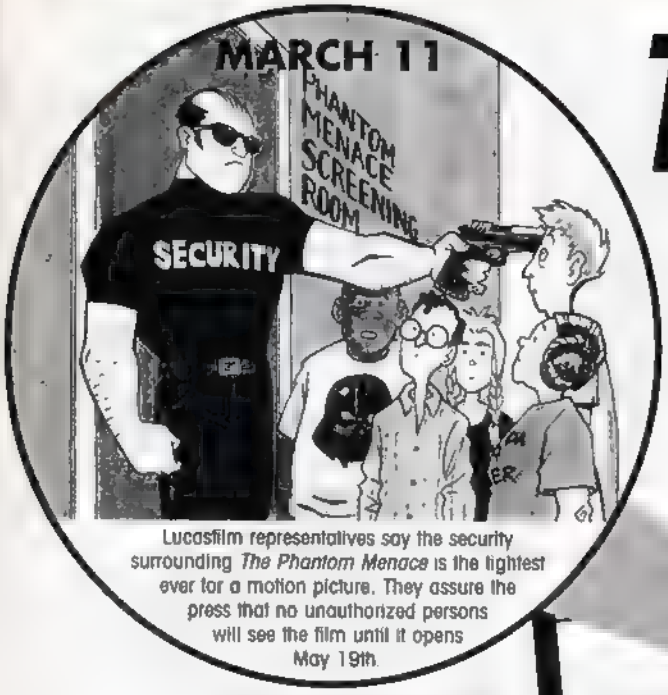
ARTIST: BILL WRAY WRITER: ANTHONY BARBIERI

OKAY... IT'S JUST... IT LOOKS KINDA GAY.
YEAH, YOUR GRANDMA WAS ALWAYS GAY! HAPPY AS A SQUIRREL IN A NUT FACTORY!
AW, WHO THE HELL AM I KIDDING, I CAN'T LIVE WITHOUT YOUR GRANDMA.
DO ME A FAVOR, MONTY. TAKE OFF MY SHOE AND PUT YOUR GRANDPA'S TOE INTO THE TRIGGER GUARD.
MOM!
GRANDPA'S FREAKING OUT! I THINK HE'S GOING TO KILL HIMSELF!
DAMNIT! I WAS WORRIED ABOUT THAT!
USUALLY WHEN ONE OLD, MARRIED GEEZER KICKS IT, THE OTHER ONE CAN'T WAIT TO JUMP ON THE FUNERAL CAR!
WHAM!
LISTEN, WE GOTTA HELP GRANDPA UNDERSTAND THAT LIFE IS A BEAUTIFUL, PRECIOUS THING! THAT ALTHOUGH WE MAY LOSE SOMEONE WE LOVE, WE STILL OWE IT TO THE OTHERS IN OUR LIVES TO CARRY ON!
WOW, MOM, THAT'S BEAUTIFUL!
YEAH, WHATEVER! TRUTH IS, I JUST CAN'T AFFORD TO THROW ANOTHER ONE OF THESE BON VOYAGE PARTIES!
HERE'S THE DEAL -- I THINK IT'S BEST IF GRANDPA STAYS WITH US FOR AWHILE!
HOME SWEET HOME
WHAT?!
MONTE! HAVE YOU GOT MY ENEMA BAG?
GRAMPA! JESUS! WHAT ARE YOU DRESSED LIKE THAT FOR?
YOUR MOM CONVINCED ME I NEEDED TO GET MY LIFE GOING AGAIN, SO...
...I GOT ME A JOB AT YOUR SCHOOL AS A SECURITY GUARD! NOW I CAN KEEP MY EYE ON YOU AND YOUR LOWLIFE FRIENDS!
NOOO!

COUNTDOWN TO... THE PHANTOM MENACE

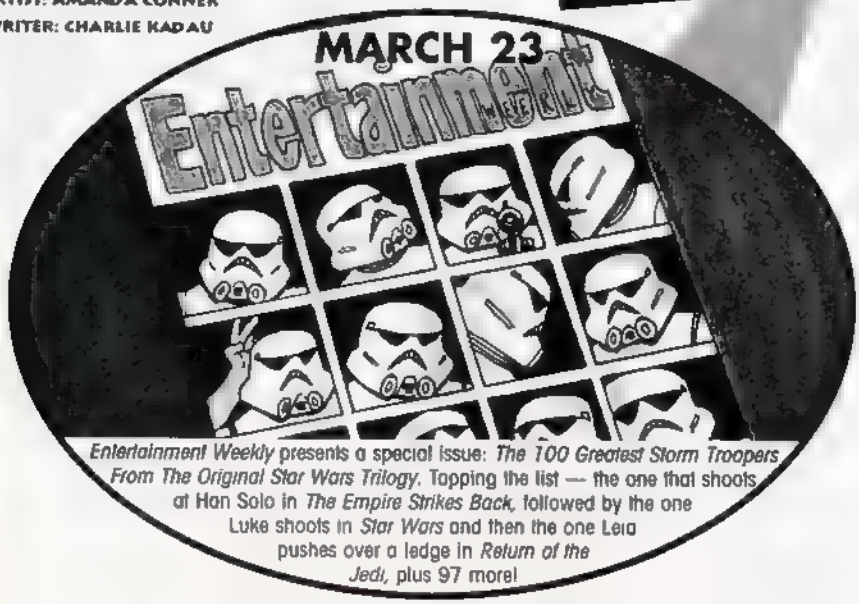
*...A ridiculous recap of the inane, insipid and insignificant incidents leading up to the most highly anticipated movie of all time!**

*excluding Weekend At Bernie's II



Lucasfilm representatives say the security surrounding *The Phantom Menace* is the tightest ever for a motion picture. They assure the press that no unauthorized persons will see the film until it opens May 19th.

Pirated VHS copies of *The Phantom Menace* go on sale in Hong Kong for $10



Entertainment Weekly presents a special issue: *The 100 Greatest Storm Troopers From The Original Star Wars Trilogy*. Topping the list — the one that shoots at Han Solo in *The Empire Strikes Back*, followed by the one Luke shoots in *Star Wars* and then the one Leia pushes over a ledge in *Return of the Jedi*, plus 97 more!

George Lucas signs one of the most lucrative (and strangest) fast-food cross-promotion deals ever. To get a *Phantom Menace* action toy, you will have to buy a hamburger at McDonald's, bring it to a Burger King for the ketchup and pickles, swing by a Wendy's for the French fries, and finally, drop in at an Arby's for a super-sized cup of Clamato. Despite this, the action toys sell out in less than a week.

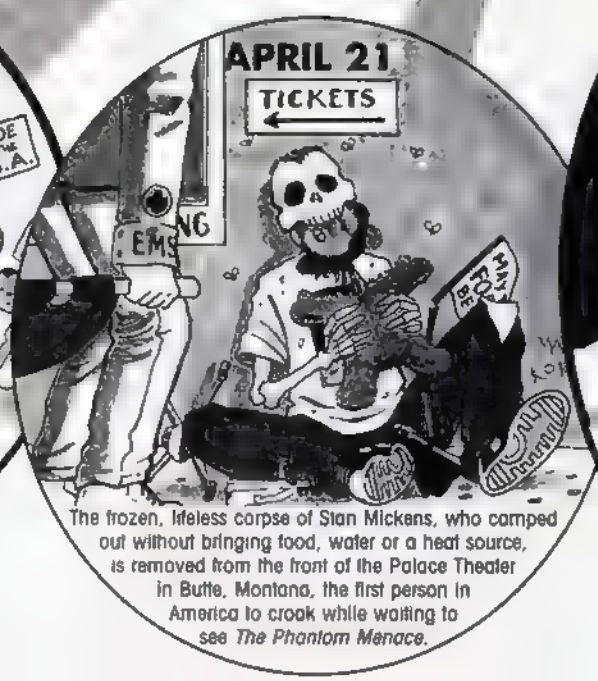
ARTIST: AMANDA CONNER
WRITER: CHARLIE KADAU

COUNTDOWN TO...
THE PHANTOM MENACE

The California Supreme Court refuses to issue an injunction prohibiting the film's release, dismissing a lawsuit filed by former TV star-gnome Adam Rich, who claims young Anakin Skywalker's hair is based on his *Eight is Enough* "salad bowl" cut

Super *Star Wars* fan Stan Mickens begins camping out in front of the Palace Theater in Butte, Montana, the first person in America to get on line to see *The Phantom Menace*

Time and *CNN* report that the Ewok costumes used in *Return of the Jedi* were made of Chinese dog fur. Two days later, the report is proven to be false, and a red-faced Peter Arnett is again forced to apologize to the world



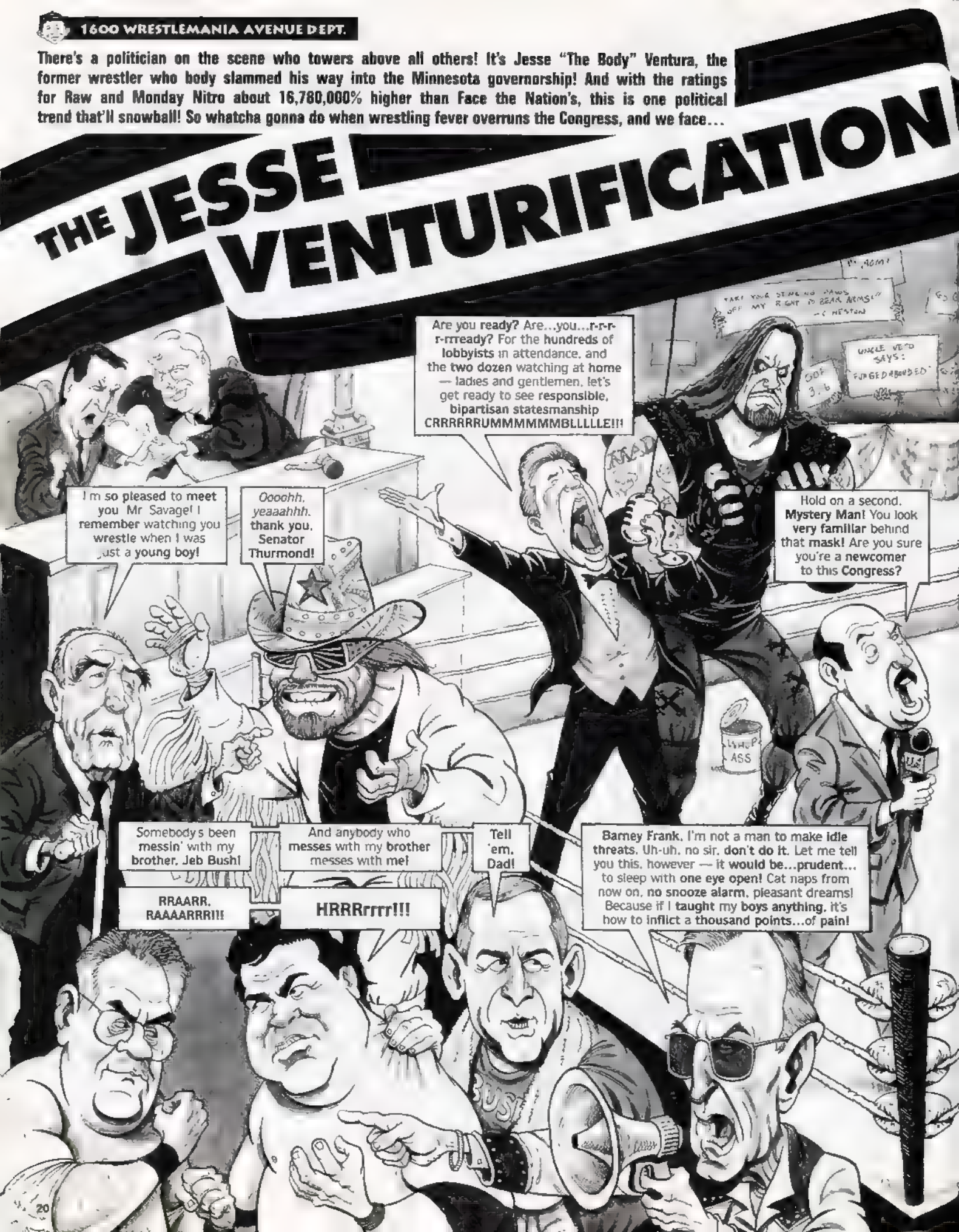
The frozen, lifeless corpse of Stan Mickens, who camped out without bringing food, water or a heat source, is removed from the front of the Palace Theater in Butte, Montana, the first person in America to croak while waiting to see *The Phantom Menace*.

Entertainment Weekly presents a special issue *The 100 Top Unfounded Rumors We've Heard About The Phantom Menace*. #1: In the middle of the film, Obi Wan Kenobi and C3PO discover a forbidden love that dare not speak its name, even in a galaxy far, far away.

MAY 19
THEATER
PHANTOM MENACE
FOOTLOOSE II
The film has received so much pre-release hype that everybody figures they'll be smart, skip the opening weekend mobs and go in a week or two. Star Wars: The Phantom Menace has an opening weekend gross of only $6.2 million, one of the weakest in history, trailing The Postman and even Eight Heads in a Duffel Bag.
MAY 14
Jay Leno makes the inevitable joke that Samuel L. Jackson's big scene in the movie is when he asks Yoda if he knows what a Quarter Pounder is called on Tatooine.
MAY 13
Dennis Miller makes the inevitable joke that Samuel L. Jackson's big scene in the movie is when he asks Yoda if he knows what a Quarter Pounder is called on Tatooine.
MAY
APRIL 30
The Ain't It Cool News Website takes a blow to its credibility when its highly-promoted secret stills of the creepy new aliens from the movie turn out to be nothing more than nude pictures of Dr. Laura Schlessinger.
MAY 3
While appearing on Live With Regis and Kathie Lee, actor Ewan McGregor takes part in a light saber demonstration that goes horribly wrong. The next day's show is the first with its new name, Live With Regis.
MAY 11
Entertainment
TOP 100 STORM TROOPERS
PRINCESS LEIA'S FAMOUS DOS
ANAKIN SKYWALKER'S $2.8 MILLION PLAYROOM
OBI WAN & C3PO!
LUCAS & HIS LHASAS INSPIRATION FOR EWOKS?
THE MANY GIRLFRIENDS OF R2D2
Entertainment Weekly presents a special issue The 100 Greatest Articles We've run on The Phantom Menace this year

There's a politician on the scene who towers above all others! It's Jesse "The Body" Ventura, the former wrestler who body slammed his way into the Minnesota governorship! And with the ratings for Raw and Monday Nitro about 16,780,000% higher than Face the Nation's, this is one political trend that'll snowball! So whatcha gonna do when wrestling fever overruns the Congress, and we face...

THE JESSE VENTURIFICATION


Are you ready? Are...you...r-r-r-r-rrready? For the hundreds of lobbyists in attendance, and the two dozen watching at home — ladies and gentlemen, let's get ready to see responsible, bipartisan statesmanship CRRRRRRUMMMMMMBLLLLLE!!!
I'm so pleased to meet you Mr Savage! I remember watching you wrestle when I was just a young boy!
Oooohh, yeaaahhh, thank you, Senator Thurmond!
Hold on a second, Mystery Man! You look very familiar behind that mask! Are you sure you're a newcomer to this Congress?
Somebody's been messin' with my brother, Jeb Bush!
And anybody who messes with my brother messes with me!
Tell 'em, Dad!
Barney Frank, I'm not a man to make idle threats. Uh-uh, no sir, don't do it. Let me tell you this, however — it would be...prudent... to sleep with one eye open! Cat naps from now on, no snooze alarm, pleasant dreams! Because if I taught my boys anything, it's how to inflict a thousand points...of pain!
RRAARR, RAAAARRR!!!
HRRRrrrr!!!
TAKE YOUR DEMOCRAT PAWS OFF MY RIGHT TO BEAR ARMS!" -C. HESTON
UNCLE VETO SAYS: FUNGED-HANDED
WHUP ASS

OF U.S. POLITICS

ARTIST: RAY ALMA
WRITER: DESMOND DEVLIN

GOV. JESSE
U.S. CONSTITUTION
PAIN
CONGRESSIONAL RECORD
Oh, my! Senator Trent Lott has been smashed with a gavel by Representative Maxine Waters! I hope my Mama's not watching!
Don't worry, J.R. we're on C-SPAN! NOBODY'S watching! But Max he's got a copy of the Congressional Record and she's about to filibuster Trent's head wide open! Look out, Trent!
My God! My God! That has one of Phil Gramm's longwinded speeches
Somebody stop us!
As sure as my name is Newt er, Newwwt— Neutron Bomb! Um. Kaboom?
VETO
Congressman Hyde, because of several death threats, we've gotten you some protection! Wherever you go, members of the WCW Security Team will watch your back!
Did you say WCW Security?!? My God! — I'm a dead man!
Orrin Hatch!!! This Saturday, at the Ways and Means Committee Showdown you will find out that my Doddamaniacs believe in Separation of Church and State! You will learn that they believe in Separation of Powers! But most of all, you will find out that they believe I should separate your head from your pencil neck! So whatcha gonna do when the power of Doddamania and the Doddster's 13-inch pythons run over you!?!
WCW
CURITY

THE JESSE VENTURIFICATION OF U.S. POLITICS

It's true that I used to call myself "the best there is, the best there was, the best there ever will be"! I was also known as the "excellence of execution"! But I've found that politics is a little more complicated than the simplistic world of wrestling! And you cannot govern on a handful of stupid slogans!
It's the economy, stupid!
Just say no!
Read my lips, no new taxes!
I feel your pain!
Under my Health Care Reform Bill of Rights, never again will someone with a steel chair wrapped around their head have to wait three hours for proper treatment! Never again will the cost of removing spray paint be the responsibility of the victim! My plan is the most comprehensive — providing 100% coverage for eye gouges, low blows, shock sticks, falling off a steel cage, being buried alive, handcuff burn, concussions from the Singapore Cane, choke slams, getting hit with a ladder, snake bites, being thrown off a balcony, getting crotched on a ringpost, steroid poisoning, suffering a super-kick, intentional strangulation, tripping over a midget, barbed-wire death match punctures, getting crushed by the ring steps, post-pile-driver syndrome ..
HAVE A NICE TRIPP?
USA
Bill Clinton! You destroyed my hired killer, Newt Gingrich! Next, I sent my monster Tom Livingston after you... but you ran him out of the House of Representatives! But I'm not finished with you, Clinton! You're going down! Beware of the 175 pounds of rage that is DENNIS HASTERT (R-Ill.)!!!!
Poor Paul Bearer – this hasn't been an easy year to be a Republican manager!
Dear heavens, look at that poor man! Did he just fight the entire NWO? Did he survive the Royal Rumble?
Worse than that! He just came back from a taping of The McLaughlin Group!
PLEASE.. KILL ME!

An Important Message From The Law Firm of
LOW, ROTTEN, SCUMBAG & SNAKE

CALL NOW! 1-888-SUE-FOR-CASH

- If you've been injured in an accident in a car, on the street, on your job or in a dream, **WE CAN GET YOU MONEY!**
- Whether you've suffered a broken leg, a broken arm, a broken fingernail, a minor paper cut or a bruised ego, **WE CAN GET YOU MONEY!**
- Whether you've endured mental anguish because of a divorce, separation, bad blind date, lost football bet or from purchasing overripe produce, **WE CAN GET YOU MONEY!**
- Visit Low, Rotten, Scumbag & Snake, the Professional Accident Appraisers! Even if you think the accident is *your fault!* Even if several dozen witnesses are *sure* the accident is your fault, **WE CAN GET YOU MONEY!**
- Suppose you drive recklessly through a red light and run over five or six people because you're stinking drunk. That doesn't mean it's your fault. In fact, it was your poor work environment that drove you to drink, and who's responsible for that? Your employer! If it wasn't for him, you never would have been charged with vehicular manslaughter. He should **PAY YOU AND US! AND HE WILL!**
- Remember, **WE CAN GET YOU MONEY!** Not only have we collected **BIG** sums for secondhand smoke claims, but we've collected even **BIGGER** sums on third-, fourth-, and fifth-hand smoke claims! Our success rate is amazing! In one case, we were able to get a woman ten years back pay, five years severance pay and two years vacation pay, despite the fact that she **NEVER HELD A JOB!**
- Our team of specially-trained doctors can provide you with the kind of medical reports you need to collect **BIG!** And best of all, they're so skilled, they can diagnose broken bones, whiplash and compound fractures over the phone! No bothersome office visit is ever needed!
- And here's **OUR GUARANTEE:** If we don't collect on your behalf, you are only responsible to pay your share of the bill!

Stutterers welcome!

We habla español and ebonics!

We handle EVERY kind of case, even legitimate ones during our slow time!

WE ACCEPT

You'll have peace of mind knowing that our team of attorneys has over 227 years of experience, 191 of them behind bars! WE'LL STOP AT NOTHING TO GET YOU MONEY!!

WE SPECIALIZE IN:

- ★ Wrongful Death
- ★ Rightful Death
- ★ Hot Iron to Face
- ★ Balloon Animal Tragedy
- ★ Exploding Jaw
- ★ Toboggan Hit and Run
- ★ Animal Perjury
- ★ Unexpected Rain
- ★ Ticker Tape Deaths
- ★ Slot Car Mishaps
- ★ Imagined Dismemberment
- ★ Wok Burns
- ★ Catastrophic Diarrhea
- ★ Convenient Amnesia
- ★ Swallowed Golf Club
- ★ Self-Inflicted Wedgie
- ★ Sap Bites
- ★ Parade Float Whiplash
- ★ Rabbinical Malpractice
- ★ Dislocated Hat
- ★ Limp Wrist Injuries
- ★ Ingrown Toe Nails
- ★ Outgrown Nose Hairs
- ★ Animated Rodent Attack
- ★ Unicycle Spinout
- ★ Loansharк Beatings
- ★ Testicular Infestation
- ★ Pants Fires

PHOTOGRAPHER: IRVING SCHILD
WRITER: DICK DEBARTOLO

MAD's STAR

It seems that good old George Lucas didn't make enough billions off the hordes of *Star Wars* fans out there. Nope, even with all the movies, toys, costumes and videos, some flunky in George's marketing department told him that there was a few bucks more to be drained out of his most loyal fans. So before you could say Obi Wan Kenobi, out came a special edition of the game *Trivial Pursuit* chock full of mind-numbing questions about Luke, Darth and the boys. Think you know everything about *Star Wars* just because you've seen the trilogy "about a zillion times?" Don't bet on it, Yoda Breath! Prepare to feel the farce in...

YO • Where did the Death Star's thermal exhaust port lead directly to?
UAR • According to Obi Wan, what can have a "strong influence on the weak minded?"
EAB • According to the trailer for *Episode I – The Phantom Menace* "every saga has what"?
IG • Why were Luke and Leia hidden at birth, according to Obi Wan?
MOR • Who told Luke "you can't hide forever"?
ON • Luke was urged to feel what?
MAD STAR WARS Trivial Pursuit
YO Bayonne, New Jersey
UAR Scientology
EAB Several licensable characters
IG To beat the hospital charges
MOR Salman Rushdie
ON Obi Wan's goiter
YO • Who was described as "being more machine than man"?
UAR • What did Han yell after he blasted the Death Star?
EAB • What event caused "a great disturbance in the Force" according to Obi Wan?
IG • What did Luke not know the power of, according to Darth Vader?
MOR • According to Yoda, what does a Jedi never use the Force for?
ON • Who played Chewbacca in all three movies?
MAD STAR WARS Trivial Pursuit
YO Al Gore
UAR "I'm goin' to DisneyWorld!"
EAB Jabba's indigestion
IG The Toy Licensees
MOR To win at the craps tables in Vegas
ON Barbra Streisand

 ARTIST: HERMANN MEJIA WRITER: J. PRETE

WARS Trivial Pursuit

- It is the official web-site address for the new *Star Wars* Trilogy?
- By the end of *Return of the Jedi*, what was completely destroyed?
- Before any successful attack on the Death Star could be attempted, what had to be deactivated?
- What were C3PO's first words upon seeing an Ewok?
- What passenger vehicle hovers a short distance above the ground?
- What was the "gift" Luke gave to Jabba the Hutt?

- www.Geekboys.com
- Mark Hamill's acting career
- The audience's sense of plausibility
- "Dr. Ruth! What are you doing here? Oh my!"
- The new Volkswagen Beetle on rainy days
- A deck of Richard Simmons' "Deal A Meal" cards

- This loathsome creature has a lipless mouth and a slug-like body
- Chewbacca was one
- Who did Yoda claim to have watched for a long time?
- It is also known as "The Phantom Menace."
- According to Obi Wan, what "binds the entire galaxy together"?
- Who did Luke describe as a "strange old hermit"?

- Linda Tripp
- A member of the Hair Club for Wookies
- Dick Clark
- The IRS
- Hatred of Kathie Lee
- Andy Rooney

A MAD LOOK AT PLAS

TIC SURGERY

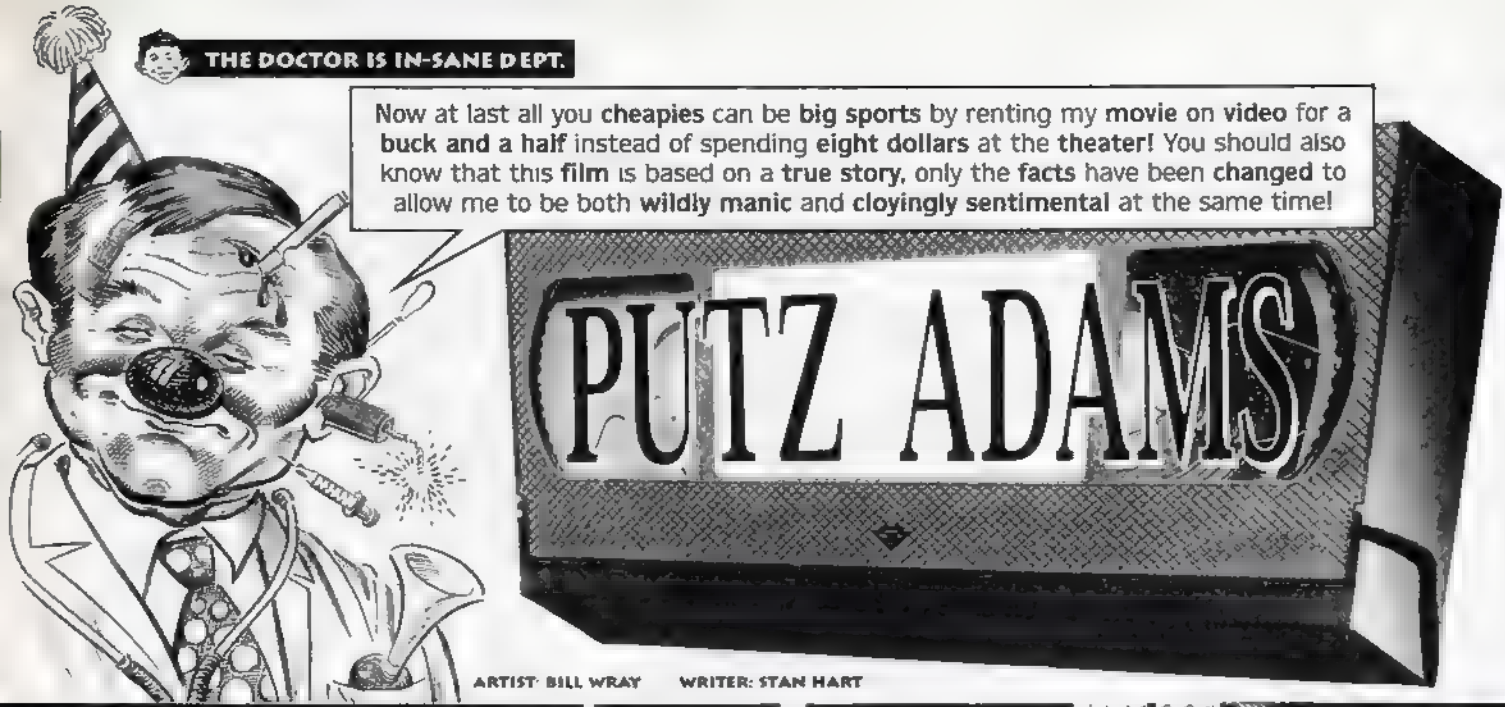
ARTIST AND WRITER: SERGIO ARAGONES

DOCTOR
MAKE UP

LIPOSUCTION
CLINIC
PLASTIC SURGERY

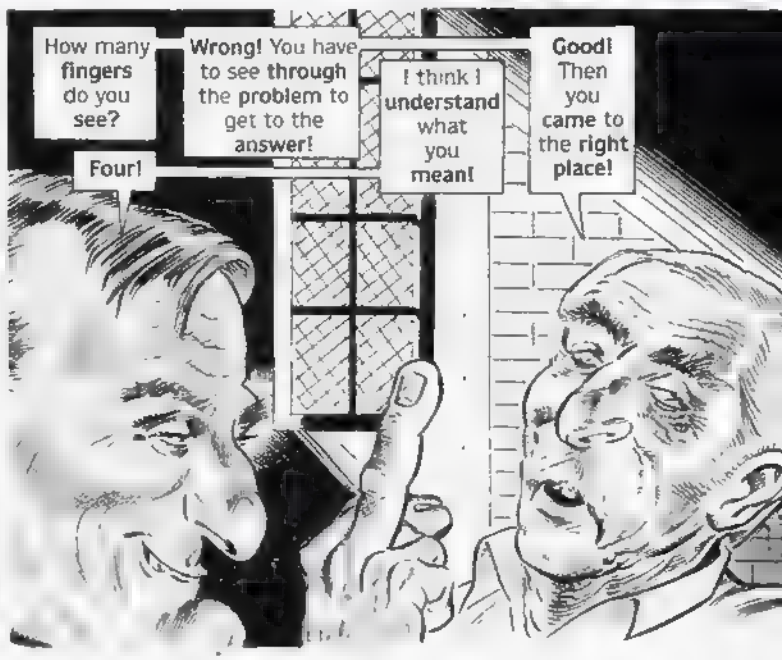
PLASTIC SURGERY

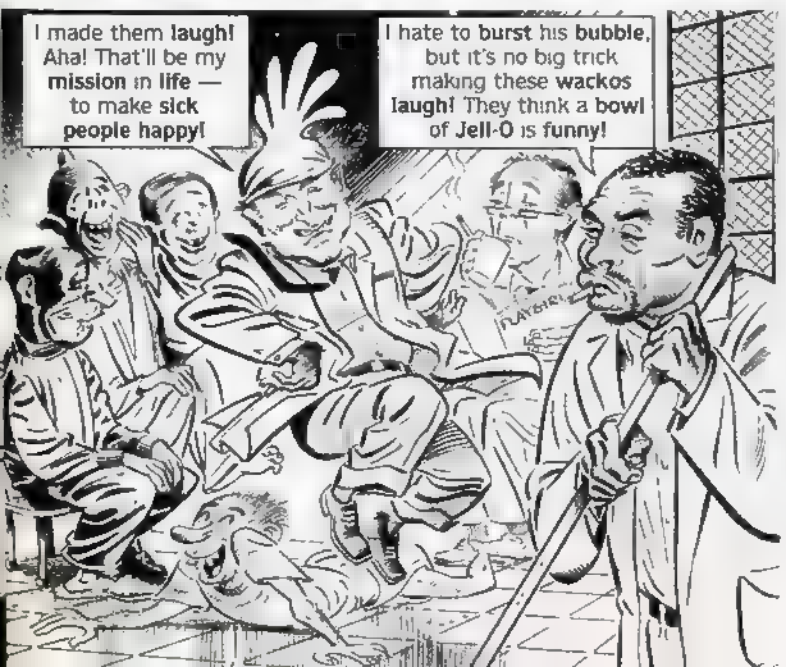
THE DOCTOR IS IN-SANE DEPT.


Now at last all you **cheapies** can be **big sports** by renting my **movie** on **video** for a **buck and a half** instead of spending **eight dollars** at the **theater!** You should also know that this **film** is based on a **true story,** only the **facts** have been **changed** to allow me to be both **wildly manic** and **cloyingly sentimental** at the same time!
PUTZ ADAMS

ARTIST: BILL WRAY WRITER: STAN HART

I'm coming to your **psychiatric hospital** voluntarily because I recently tried to **kill myself!**
In **response** to some **deep-seated urge?**
No, in response to a **petition** my **neighbors** circulated because I'm a chronic **pain-in-the-ass!**
And who will be **paying** for your **hospital stay** and **treatment?**
Comic Relief! I have a **couple** of **friends** there!

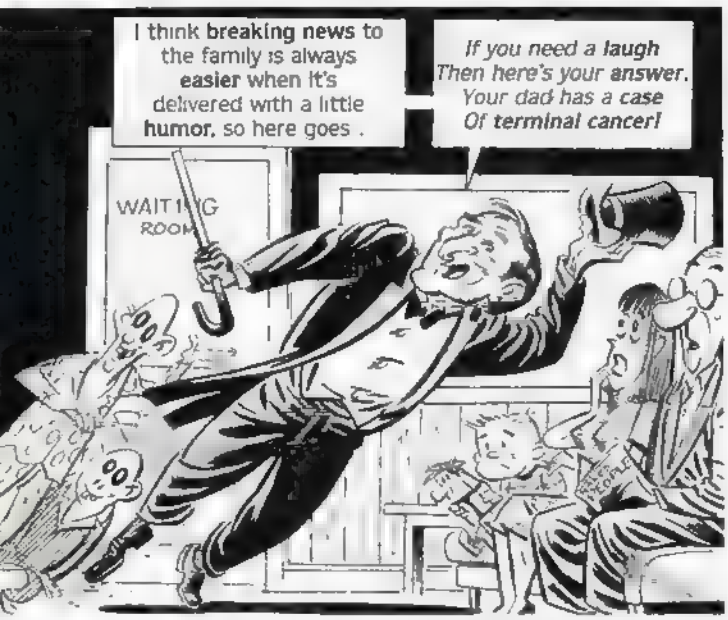

How many **fingers** do you **see?**
Four!
Wrong! You have to see **through** the **problem** to get to the **answer!**
I think I **understand** what you **mean!**
Good! Then you **came** to the **right place!**

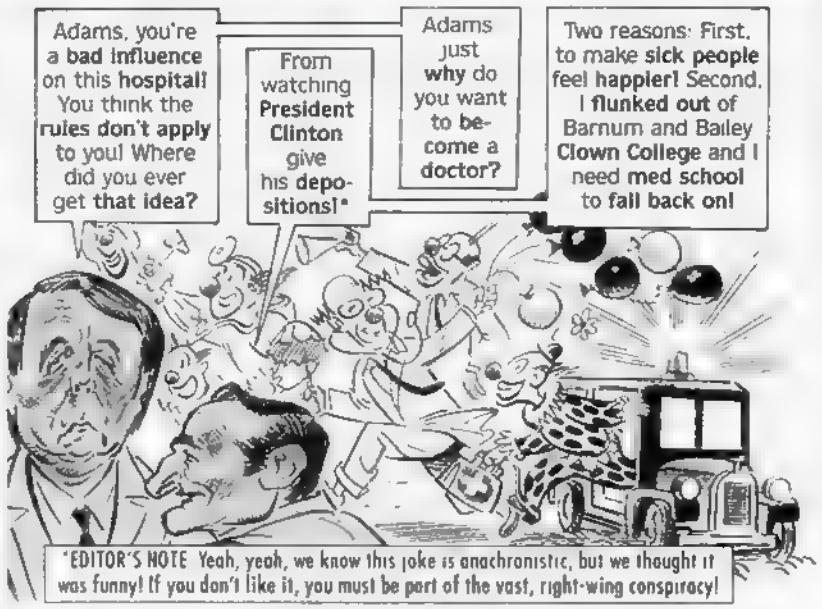

I made them **laugh!** Aha! That'll be my **mission** in **life** — to make **sick people happy!**
I hate to **burst** his **bubble,** but it's no big trick making these **wackos laugh!** They think a **bowl** of **Jell-O** is **funny!**

Say, Putz, aren't you a little **old** to be in **medical school?**
Maybe!
So, what **specialty** interests you?
Geriatrics — the problems of the **elderly!**
Are you coming here to **study** or to be **studied?**

There he goes with his "Putting a bedpan upside down on his head" schtick again! That's just not funny anymore!
It is if it's full!

I can't make him laugh! I guess I'm not going to be much of a comedian!
You're not going to be much of a doctor, either! He's been dead for three hours!
ENEMA BAG
PINCH MY NIPPLES

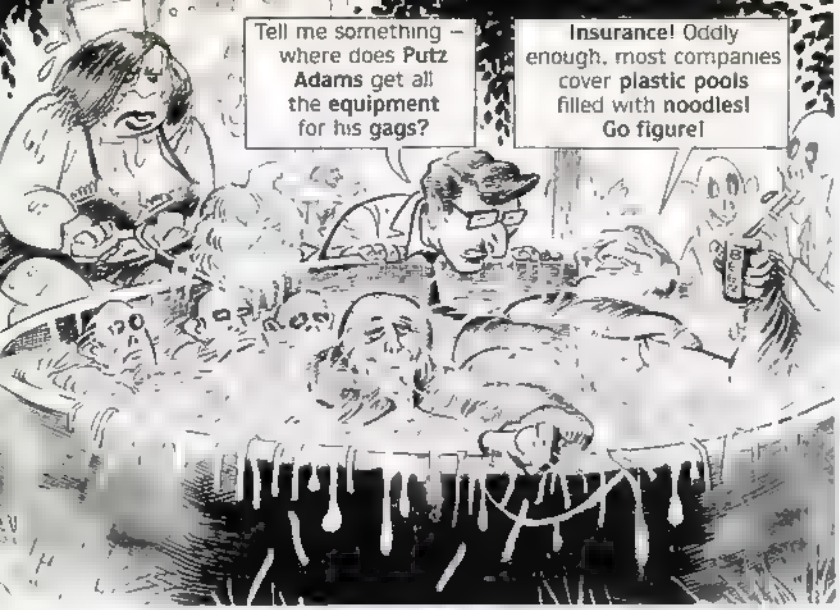

I think breaking news to the family is always easier when it's delivered with a little humor, so here goes .
If you need a laugh Then here's your answer. Your dad has a case Of terminal cancer!
WAITING ROOM


Adams, you're a bad influence on this hospital! You think the rules don't apply to you! Where did you ever get that idea?
From watching President Clinton give his depositions!*
Adams just why do you want to become a doctor?
Two reasons: First, to make sick people feel happier! Second, I flunked out of Barnum and Bailey Clown College and I need med school to fall back on!
*EDITOR'S NOTE Yeah, yeah, we know this joke is anachronistic, but we thought it was funny! If you don't like it, you must be part of the vast, right-wing conspiracy!

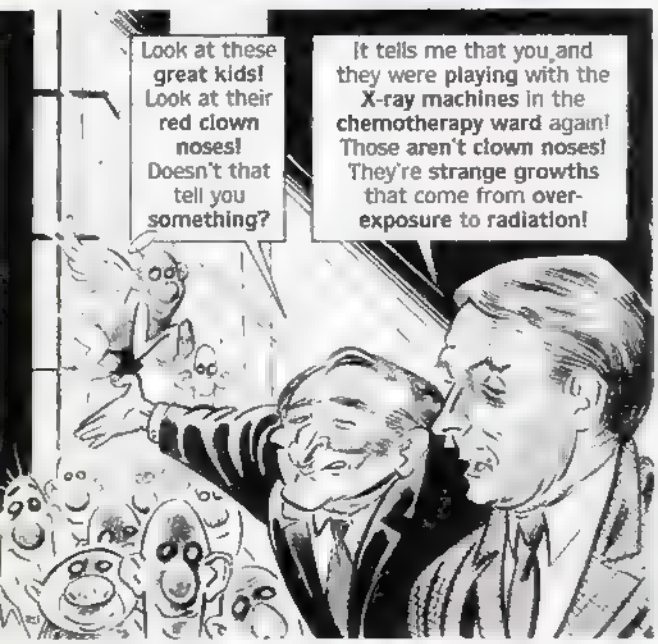
Dean Walnut banned you from the hospital! What are you doing here?
I'm going to give this patient the healing gift of humor! I'm going to make him convulse with laughter until he doubles up!
Um. I wouldn't do that if I were you...
Why not?
Because he just had his stomach removed!
ZZZZZ

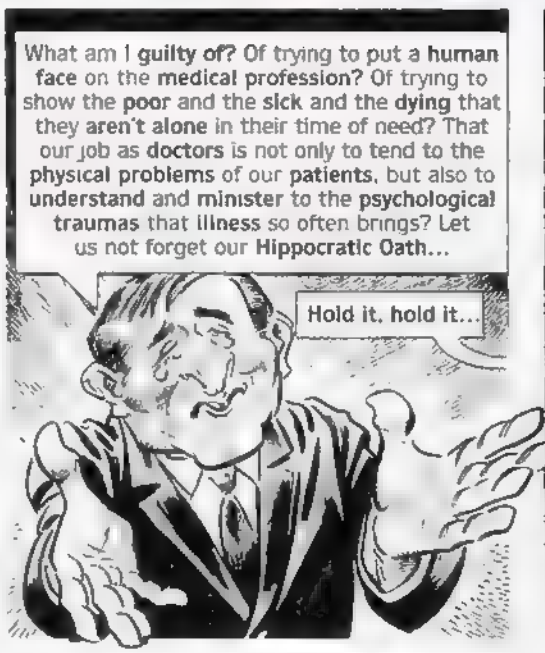
I'm only going to say this three more times during this movie — you cannot come into this hospital! And by the way, how do you have the best grades but you never seem to study?
I have a photographic memory: I've memorized all the physiology, endocrinology, morphology and otolaryngology Cliffs Notes!
Too bad you didn't memorize the names of a couple of Hollywood script doctors to try and save this film!

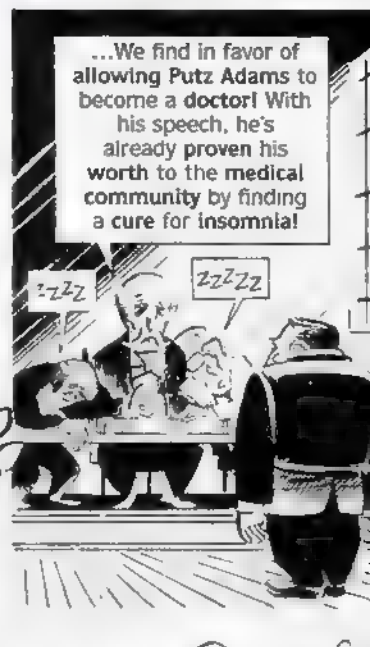
Watching me play Cat's Cradle will make you forget your troubles!
It might if you weren't playing it with the tubes connected to my life support!
Here's the spot to put our Danke Schoen Hospital where we can treat the ill the way we want!
It's great! There's plenty of space!
For expansion?
Yeah, and also for burying our patients! Since you've begun treating patients with humor instead of medicine, our mortality rate is up 60%!
Who's paying for all this?
He must be a great humanitarian!
For once in this movie I have an answer for that! It's the old goofy guy I met in the nut house!
Shhh! Not so loud! He thinks we're constructing a suburban shopping mall and multiplex!
Not everyone at the Danka Schoen Clinic is as kind as you and Putz Adams! It's really annoying when some people say that I'm dangerous!
I understand! It bothers you because they don't really know you!
Actually, it bothers me because they really do!
KA-BOOM!
She's dead and it's my fault! If I hadn't convinced her that there is goodness in all people, she would still be alive! I loved her!
No, she would still be alive if you had stopped the bleeding instead of trying out your latest jokes on her!
I was wrong! Humor is not the best medicine!
Putz, you have to help me! I have a patient who refuses to eat! She only wants to fantasize about swimming in a pool of noodles!
I think I can help, as well as set a new record!
For what?
For the shortest disillusionment scene in the history of the movies! Let's go!


Tell me something – where does Putz Adams get all the equipment for his gags?
Insurance! Oddly enough, most companies cover plastic pools filled with noodles! Go figure!

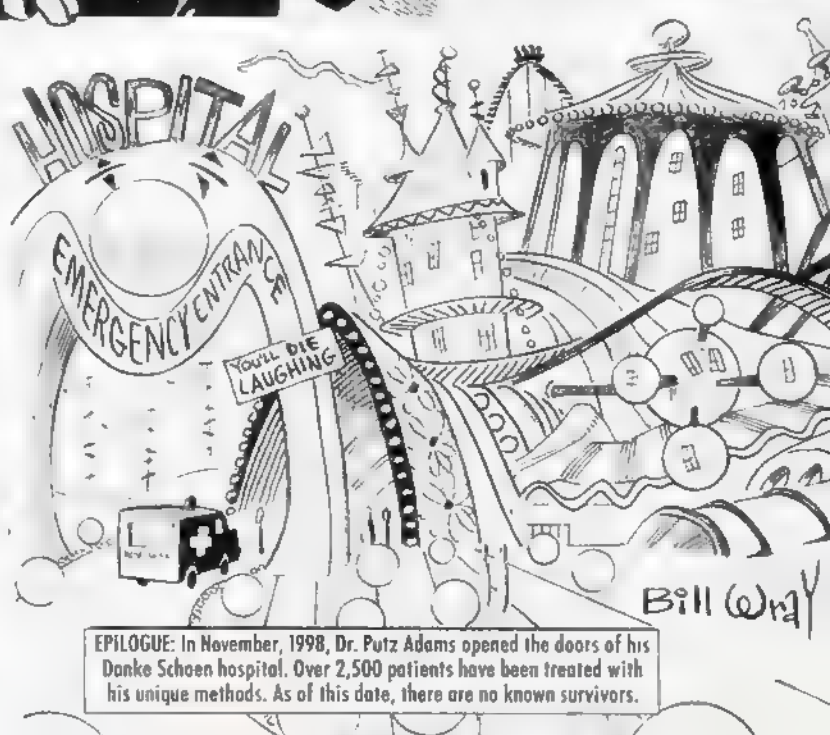
...sn't it great to have the entire staff of the hospital here to give me a vote of confidence?
Great for you, but not so great for all the patients they left completely unattended!


Look at these great kids! Look at their red clown noses! Doesn't that tell you something?
It tells me that you and they were playing with the X-ray machines in the chemotherapy ward again! Those aren't clown noses! They're strange growths that come from over-exposure to radiation!


What am I guilty of? Of trying to put a human face on the medical profession? Of trying to show the poor and the sick and the dying that they aren't alone in their time of need? That our job as doctors is not only to tend to the physical problems of our patients, but also to understand and minister to the psychological traumas that illness so often brings? Let us not forget our Hippocratic Oath...
Hold it, hold it...


...We find in favor of allowing Putz Adams to become a doctor! With his speech, he's already proven his worth to the medical community by finding a cure for insomnia!
ZZZZZ
ZZZZZ

We all appreciate what you have tried to do for us! However, you're driving us crazy with your relentless, idiotic schtick! Every time our door opens we're afraid it's you with another witless performance! We need some relief — and our new physician will give us just that! Dr. Putz Adams, meet Dr. Jack Kevorkian!



EPILOGUE: In November, 1998, Dr. Putz Adams opened the doors of his Danke Schoen hospital. Over 2,500 patients have been treated with his unique methods. As of this date, there are no known survivors.

BERG'S-EYE VIEW DEPT.

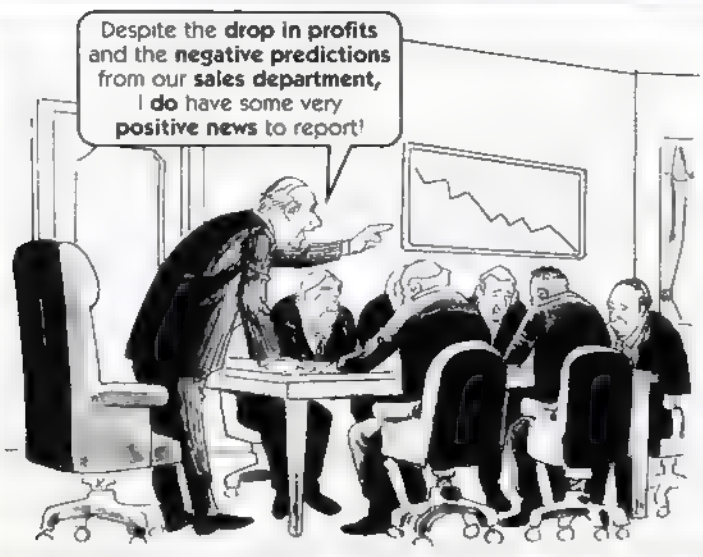
THE LIGHTER SIDE OF...

ARTIST AND WRITER: DAVE BERG

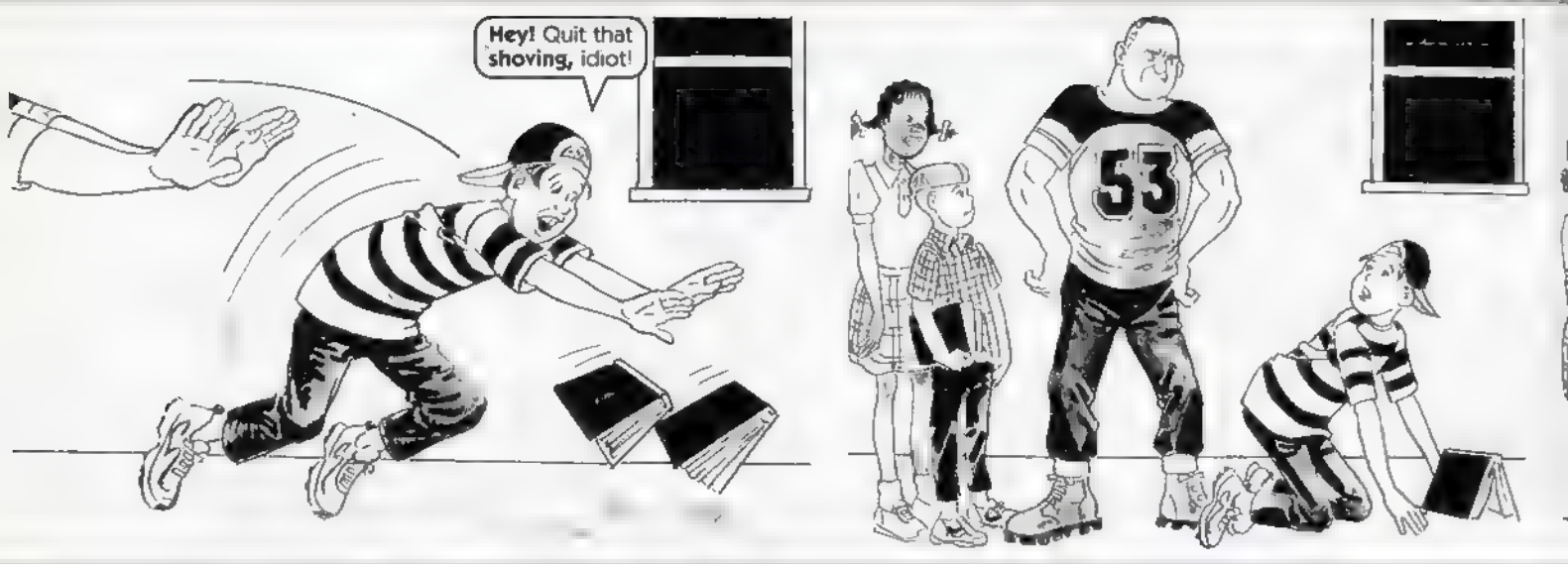
JUSTICE

REASONING

CORPORATE THINKING


Despite the drop in profits and the negative predictions from our sales department, I do have some very positive news to report!

FORCE



DIETING

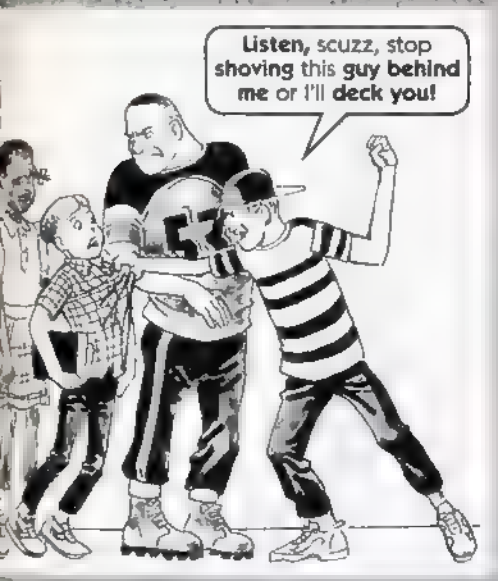
How do you stay so slender?
It's not very easy, believe me! I walk around starving most of the time!
Right now I'm so hungry I could eat half a sandwich!

COMMUNICATION

RELATIONSHIPS

You want to hear about a fantastic memory? Bernie can remember the starting line-up of every team in the majors, right Bernie?
And their batting averages!
Then how come you can't remember my damn birthday!

FASHION



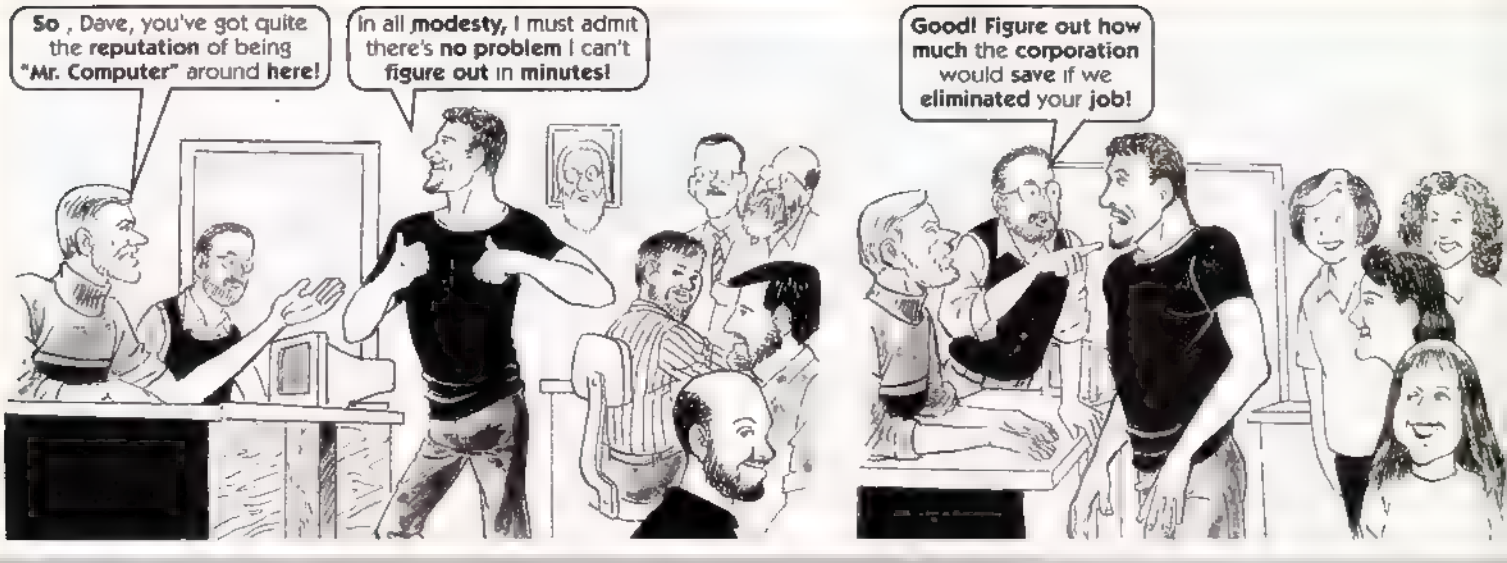
THERAPY

I'm sorry, but several tables asked us to raise the volume so they wouldn't have to hear those people using their cell phones!

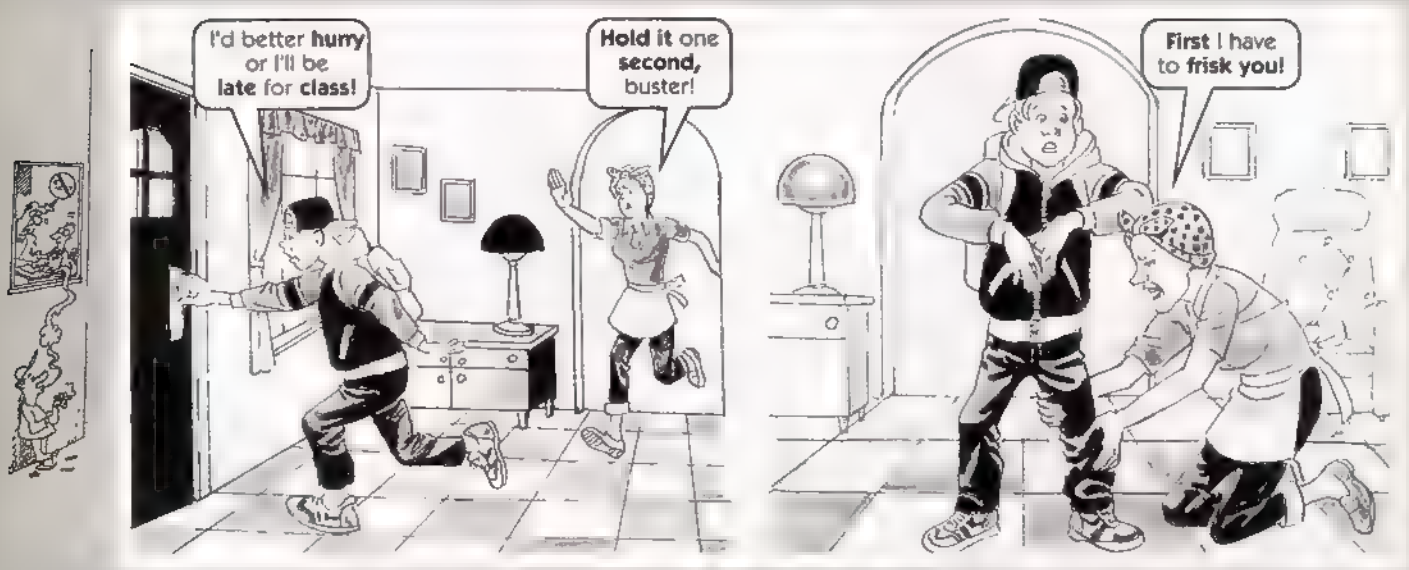
INTEGRITY

I've decided the only way to save my marriage is to tell Paul about all my previous affairs!
I admire your honesty, Doreen!
And I admire your courage! That really takes guts!
Did you say ALL your affairs? I admire your memory!

THE OFFICE


So , Dave, you've got quite the reputation of being "Mr. Computer" around here!
In all modesty, I must admit there's no problem I can't figure out in minutes!
Good! Figure out how much the corporation would save if we eliminated your job!

SCHOOL

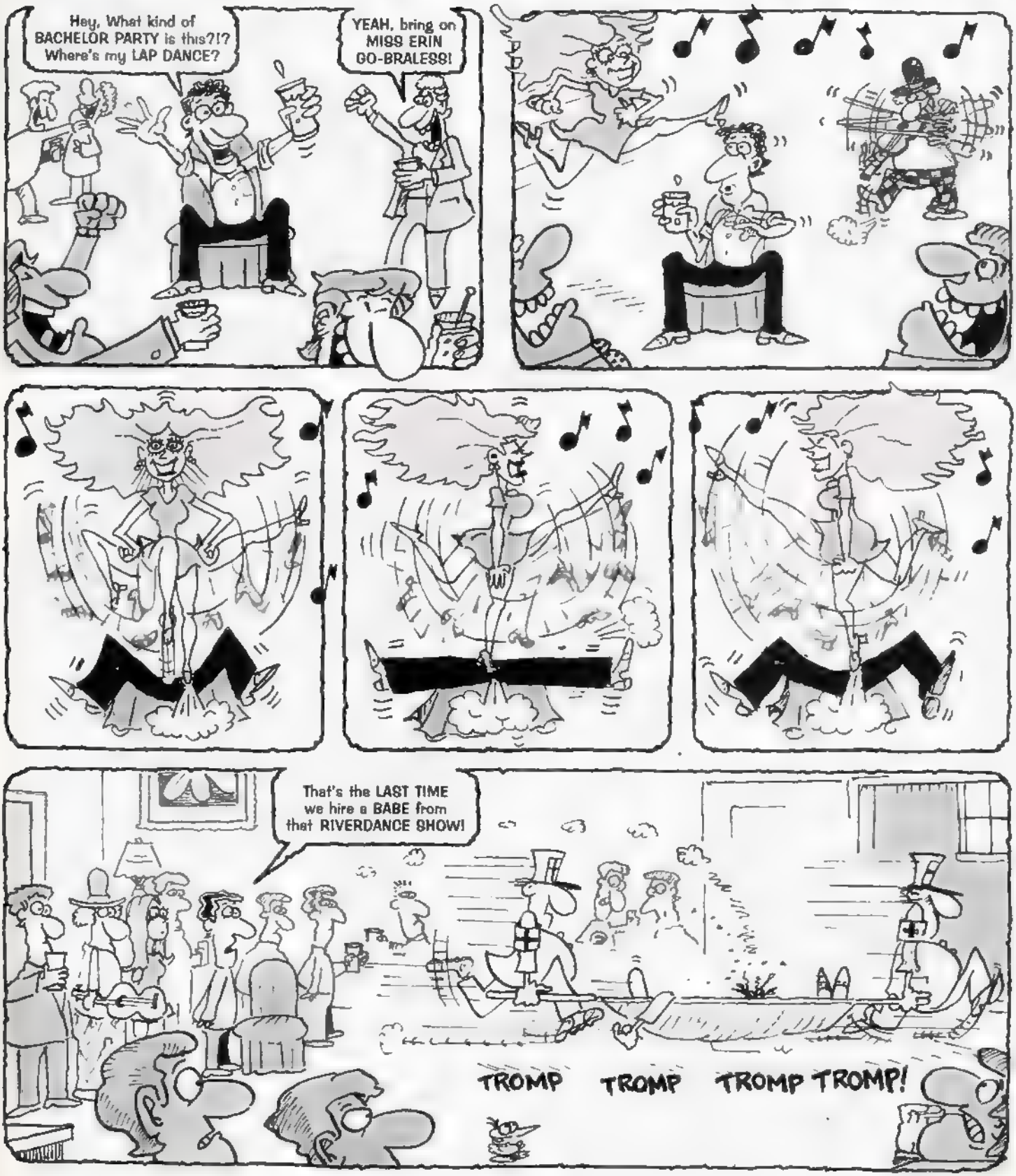


DOCTORS

This is ridiculous, Doctor! First you leave me in the waiting room two hours before I can see you
then you tell me I've got to watch my blood pressure!

TALES FROM the DUCK SIDE

FLIRTY DANCING

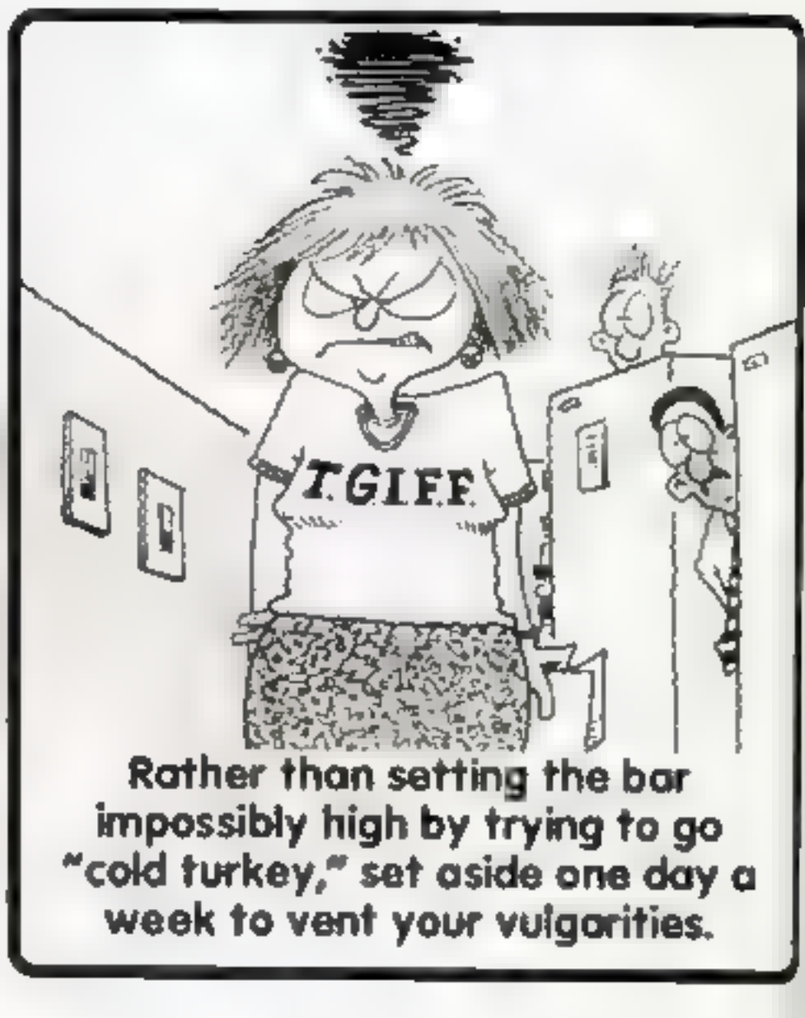

Hey, What kind of BACHELOR PARTY is this?!? Where's my LAP DANCE?
YEAH, bring on MISS ERIN GO-BRALESS!
That's the LAST TIME we hire a BABE from that RIVERDANCE SHOW!
TROMP TROMP TROMP TROMP!

The MAD Guide to Cleaning Up Your *!%&#* VOCABULARY

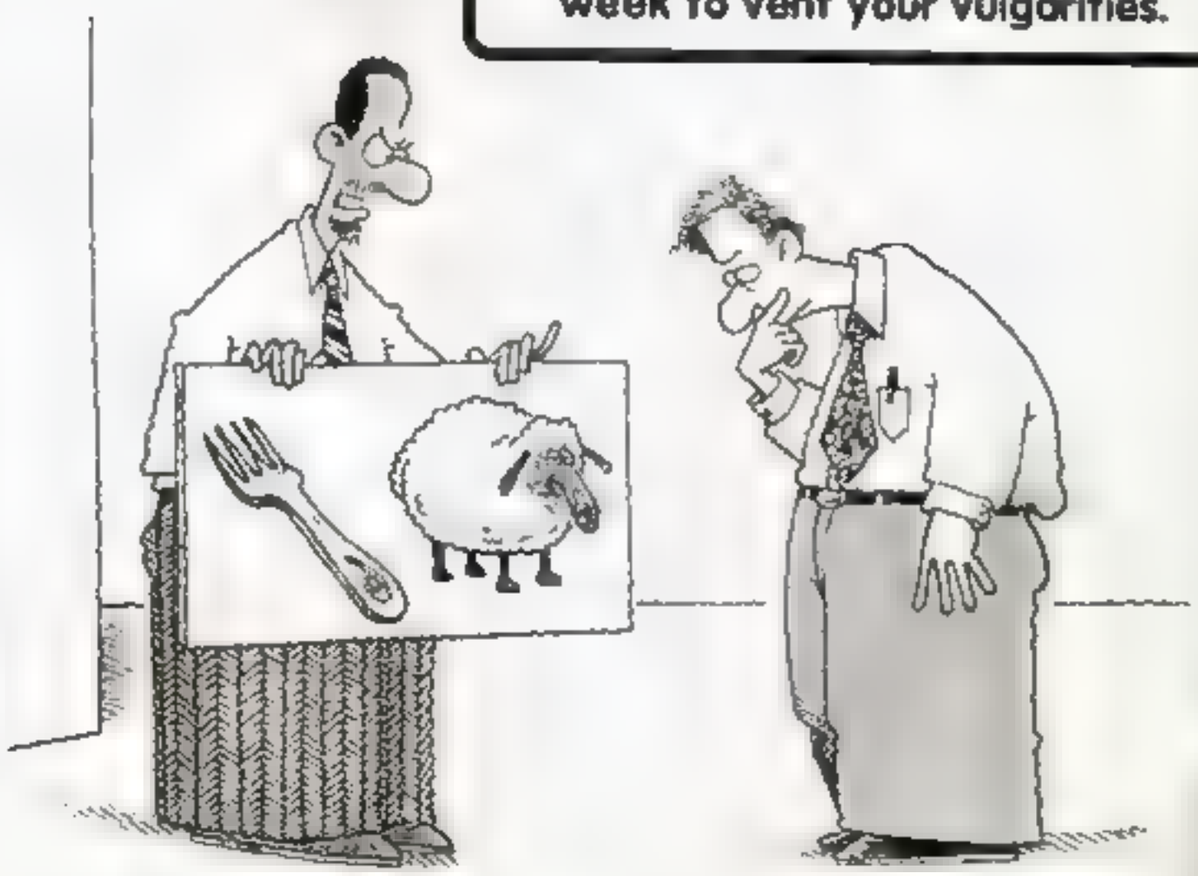
Do you have a filthy %$^#*@& mouth?

Do you regularly use the **%$#&^#@** F-word? Has George Carlin ever threatened to wash your **%$#@&*!** mouth out with soap? Did Mike Tyson ever ask you to watch your **#$@&^*%** language? If you answered "**^%$%&***" yeah!" to one or more of these questions, you have a serious social problem. So unless your immediate supervisor is named Gotti or you're dating Courtney Love, it's likely your propensity for garbage gab is holding you back! But not to worry! As a public service we've devised an easy, cuss-cutting program that's guaranteed to improve your **%#$&** lexicon. Simply read on as we lead you through...

Learn to say it with flowers instead.



Rather than setting the bar impossibly high by trying to go "cold turkey," set aside one day a week to vent your vulgarities.



Whenever possible, resort to a rebus.

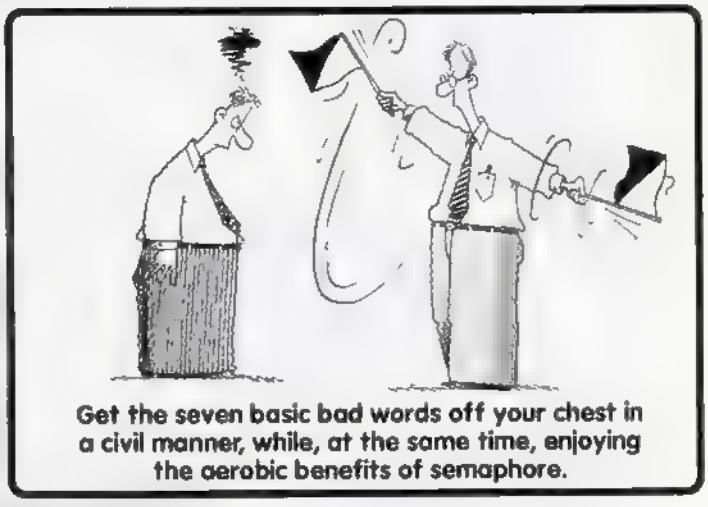
ARTIST AND WRITER, JOHN CALDWELL

Every morning, before leaving home, bang your thumb with a hammer. Repeat until every conceivable vulgarity is out of your system.

HEY! I GOT A BEEYORCH SPLENDID IDEA! LET'S GRAB A COUPLE OF BEYARH REFRESHING BREWS AND CATCH A FUVAVABEF SPIRITED BALL GAME!

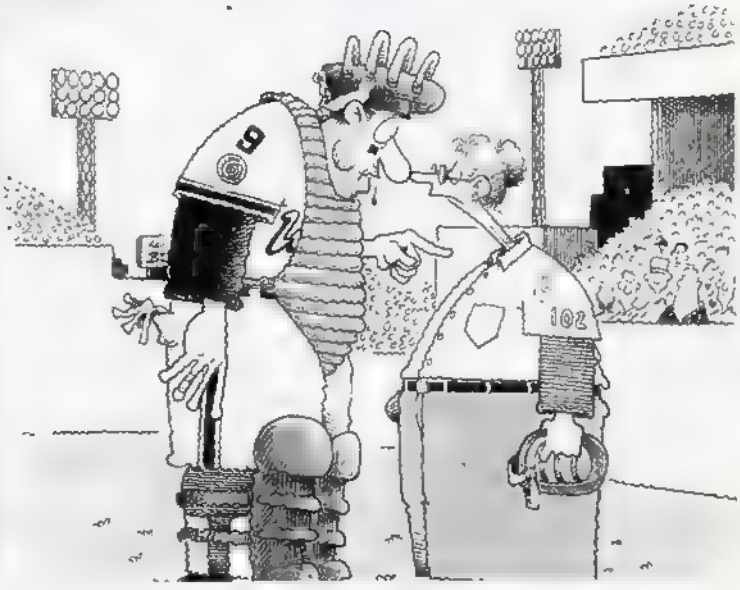
Spend more time around people who are less likely to cuss.

Form a local chapter of Obscenity Anonymous.



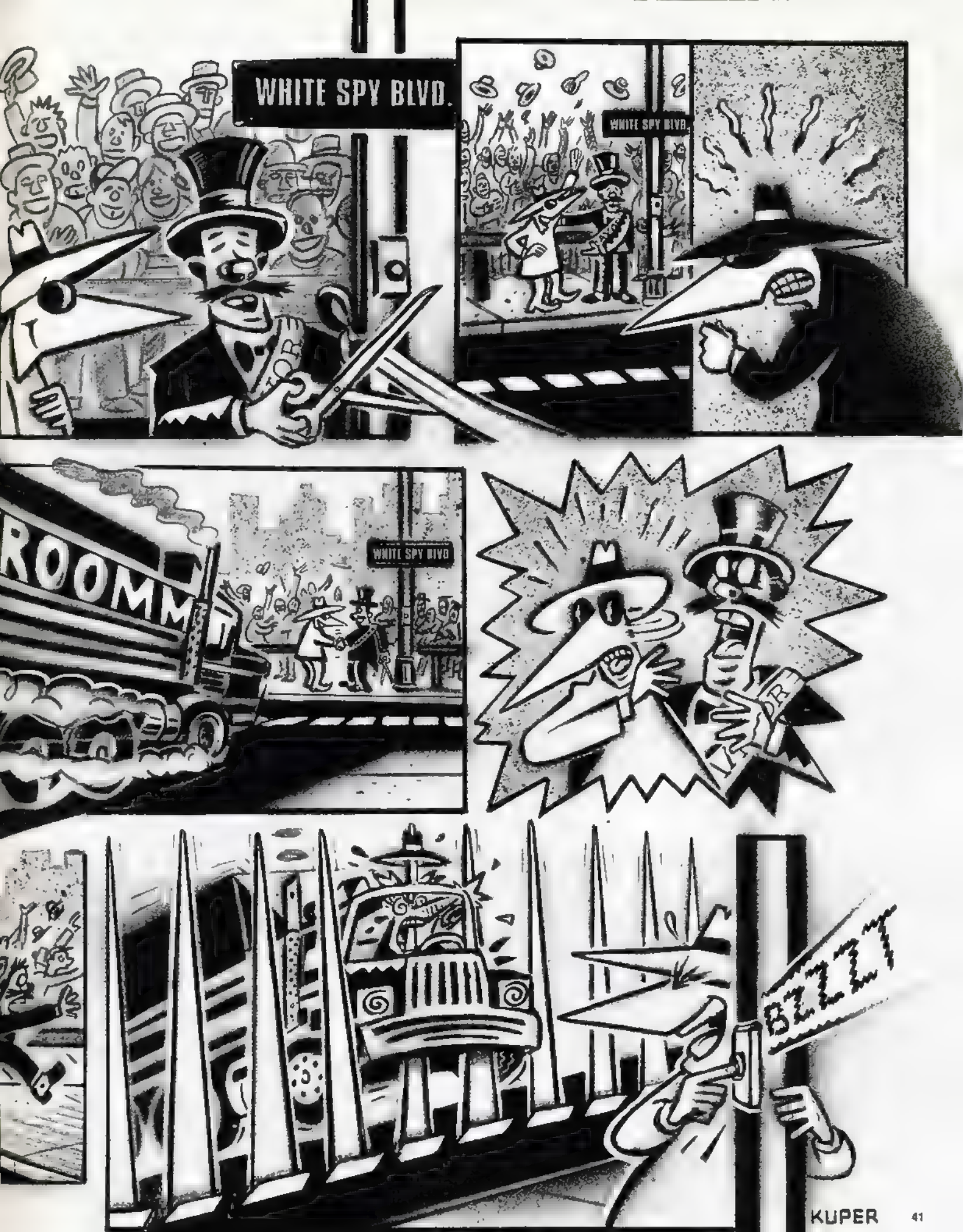
Get the seven basic bad words off your chest in a civil manner, while, at the same time, enjoying the aerobic benefits of semaphore.

Get in the habit of verbalizing the comic strip versions of what you're trying to say.



Try picturing your mother in place of the target of your wrath.

ARTIST: PETER KUPER WRITER: MICHAEL GALLAGHER


WHITE SPY BLVD.
WHITE SPY BLVD.
ROOMM
WHITE SPY BLVD
BZZZT

Maybe it was when you ran out to the concession stand for another helping of Jujubees. Maybe it was when you turned around to tell that moron sitting behind you where you were going to shove his cell phone if he called one more person and asked, "Guess where I am right now!" Maybe it was when you dashed to the bathroom after that 46-ounce Mr. Pibb you just finished kicked in. Maybe it was while you were glancing (all right, *staring*) at your date's cleavage shaking whenever she laughed at that comical Jar Jar Binks. Whatever it was, YOU MISSED SOMETHING. Something important. That's why we're here to save you the price of another movie ticket by showing you...

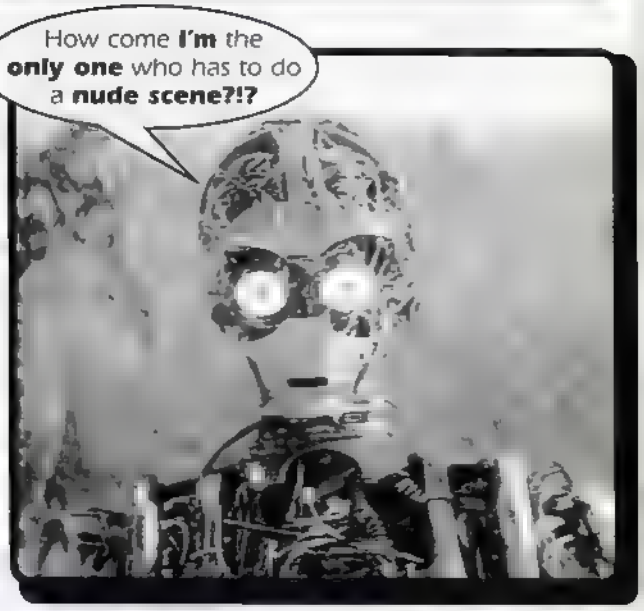
THE PHANTOM MENACE—

Scenes You Never Saw

If you ask me, **Sally Jessy Raphael** has had **one face-lift too many!**
What, ***another*** **DWI checkpoint!? Damn** these **Mothers Against Drunk Driving!**
Anakin, when you get **older** you'll be able to wear **as much black leather as you want.** But right now, you live in **my house** and under ***my rules!***
"Mace Windu" – **Irish,** right?

VIDEO CAPTURE: DAVID P. LEVIN

THE PHANTOM MENACE– Scenes You Never Saw



THE LOIN KING DEPT.

High quality. Efficient service.
Guaranteed low prices.
You'll get none of this when you order from...

OMAHOG STEAKS
MEATS BY MAIL

"Why go through the hassle of buying fresh meat from your local supermarket when I can truck it to your unrefrigerated mailbox from halfway across the country?"

-Butch Splatter, President

"Eat my meat! See inside for details..."

ARTIST: JAMES WARHOLA WRITERS: JOE RAIOLA & DAVID SHAYNE

Dear Friend,

You no longer have to go to your local butcher to enjoy the great taste of freshly slaughtered meat! Now, you can sink your teeth into the succulent flesh of your favorite creatures delivered right to your mailbox!

Cows, hogs, even rare birds and endangered species! We lovingly raise and nurture them until they reach their peak of flavorfulness. Then we chop them up into fillets, roasts and patties and inject them with only the finest nitrates!

Finally, we ship them directly to you in a truck that's guaranteed to probably arrive at your doorstep no more than 72 hours after all the ice in the box we pack them in has melted! What could be more convenient?

To introduce you to the delicious taste and pungent odor of ***Omahog Meats By Mail***, I'm making the following special offer:

I'll send you a half dozen of my world famous ***Pork Groins™*** for the price of 6 when you order either 8 of my legendarily juicy ***Gristle Burgers™*** or 4 lbs of my prize-winning ***Smoked Cholesterol-Rich Sausage™***! Mmmm!

But wait, there's more! I'll also throw in, absolutely free, a full set of authentic plastic steak knives! You'd normally pay as much as 89 cents for a high quality set like this — that is, if your supermarket isn't sold out!

Butch Splatter

QUALITY GUARANTEED!

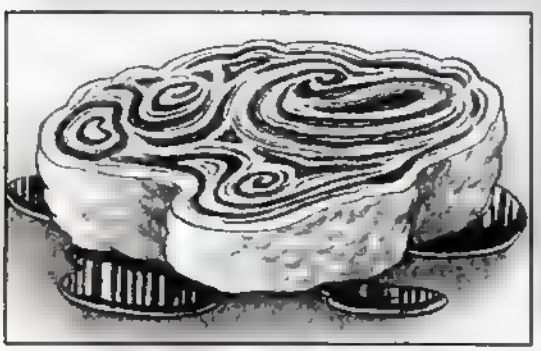
At Omahog we make sure that you'll never see or hear any reports of our facilities being tainted with e. coli, botulism or mad cow disease. We've perfected a fool-proof method to guarantee we pass all health and safety inspections with flying colors!

Omahog Vice President, Hans Saurgut, works closely with U.S. Department of Agriculture Inspector Dale Jurgens to ensure cleanliness and quality control at our Central Slaughterhouse.

Butch answers some tough questions about his tender meat.

Q. What's that disgusting white stuff I always find in your steaks that makes me sick?

A. *While uneducated carnivores commonly refer to it as "fat," we connoisseurs of meat here at Omahog call it "marbling." So, the next time you serve one of our steaks and your guests complain, "Hey, what's all this damn fat in my meat?" just tell them it's "marbling" and that they're stupid, unrefined slobs for not realizing it!*



Remember, it may look like fat, it may even taste like fat – but it's marbling!

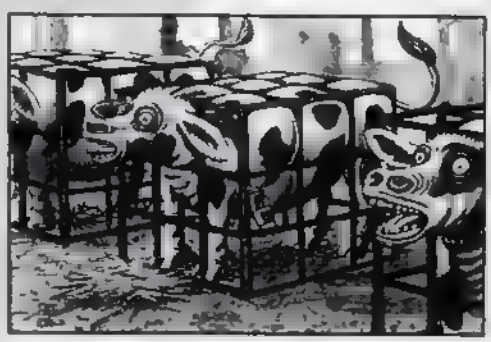
Serve our Alternative Tofu Burgers™ to your vegetarian friends – they'll swear they're eating meat!

Q. Do you have any products for vegetarians?

A. *Absolutely! Omahog's Alternative Tofu Burgers are delicious! What's our secret? Unlike the tasteless, spongy, 100% soybean patties all those other guys sell, ours are made with Grade A, corn-fed Nebraskan ground chuck!*

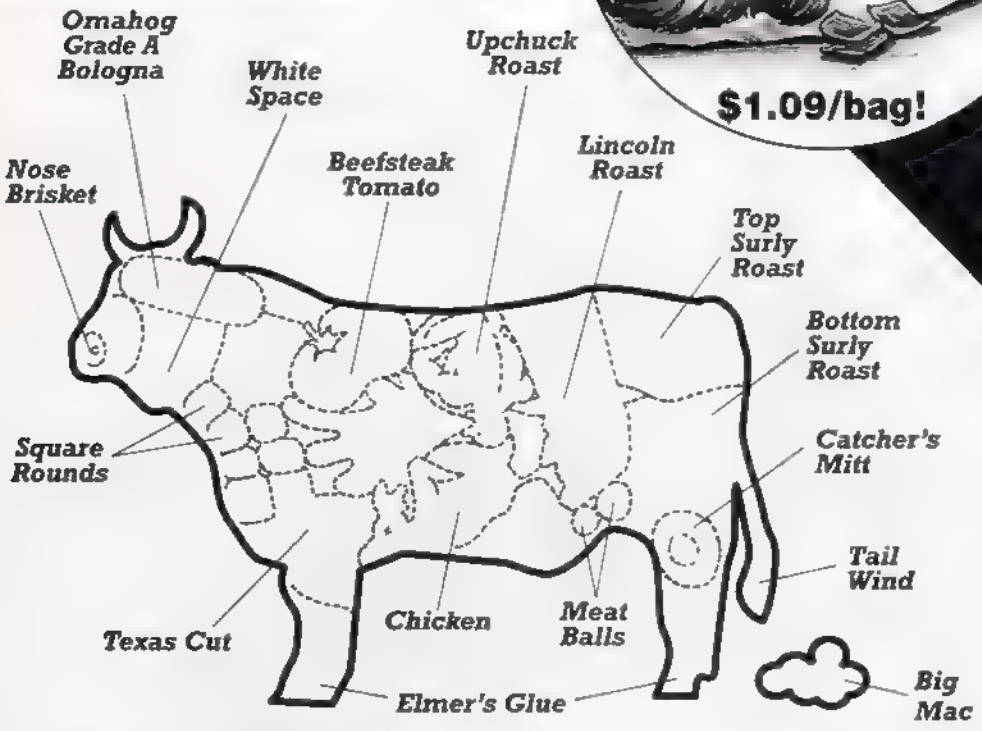
Q. I'm an animal rights activist. How do you treat your veal calves?

A. *Here at Omahog Farms we have great respect for all of God's living creatures, especially His delicious, tender young veal calves. Each calf is allowed to roam free in its own 3' x 5' pen where it can grow to maturity without fear of predators—except, of course, our expert butchers!*



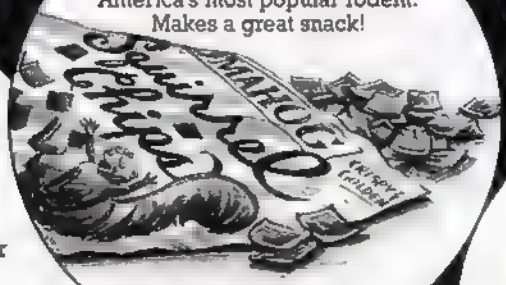
Omahog baby calves are kept out of harm's way in their protective pens.

BEEF CUTS
where they come from



FREEZE-DRIED SQUIRREL CHIPS

Delicious bite-sized morsels of America's most popular rodent. Makes a great snack!

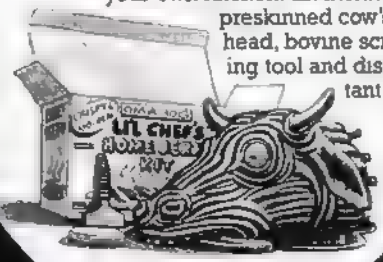


$1.09/bag!

OMAHOG CLOSE-OUT SPECIALS!

LI'L CHEF'S® HOME JERKY KIT

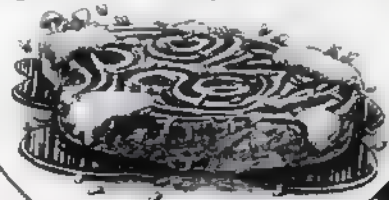
Have fun and save money by making traditional Beef Jerky in your own kitchen! Kit includes preskinned cow's head, bovine scraping tool and disinfectant soap.



$49.95/kit!

MASTER BUTCHER'S SELECT® PREMIUM AGED BEEF

This prime cut of top quality meat was discovered by our cleaning lady behind a filing cabinet. Marinated at room temperature in its own juices for 16 months!



$12.99/lb!

JOIN OMAHOG'S INTERNATIONAL MEAT OF THE MONTH CLUB

Imagine receiving exotic meat and meat by-products from Third World countries all over the globe! Each month you'll get a ziplock freezer bag stuffed with 6 lbs of such unique delicacies as:

- Hog Chowder Roast
- Breast of Penguin
- Hickory Smoked Weasel
- Elephant Trunk Patties
- Tongue Cheese
- Ground Newt Chuck
- Hand-Strangled Veal
- Giraffe Spotted Neck Medallions
- Aardvark Rump
- Smoked Aardvark Rump
- Aardvark Rump Round
- Aardvark Rump Square
- Aardvark Rump Chuck
- Chuck of Aardvark Rump
- Bacon-Wrapped Gopher
- Organically-Slaughtered Turkey
- Marinated Monkey Tongue
- Head of Striped Horse (Zebra)
- Duck Edwing á la Orange
- Toe Cheese-Stuffed Platypus
- Lizards in Gravy
- Sliced Human Thumb
- Ballpark Franks

And more!

Remember, to join Omahog's International Meat of the Month Club you must ALREADY be an Omahog Meats By Mail customer. If you're NOT already an Omahog Meats By Mail customer, you may become an Omahog Meats By Mail customer by joining Omahog's International Meat of the Month Club. Members of Omahog's International Meat of the Month Club receive special offers NOT available to regular Omahog Meats By Mail Customers, unless they are also members of Omahog's International Meat of the Month Club. If you're already an Omahog Meats By Mail customer, but NOT a member of Omahog's International Meat of the Month Club, you too will receive special offers NOT available to regular Omahog Meats By Mail customers, but NOT on the Omahog's International Meat of the Month Club official stationery.

TO JOIN CALL 1-800-MEATS FOR ME!

GRIEVING LAS VEGAS DEPT.

MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

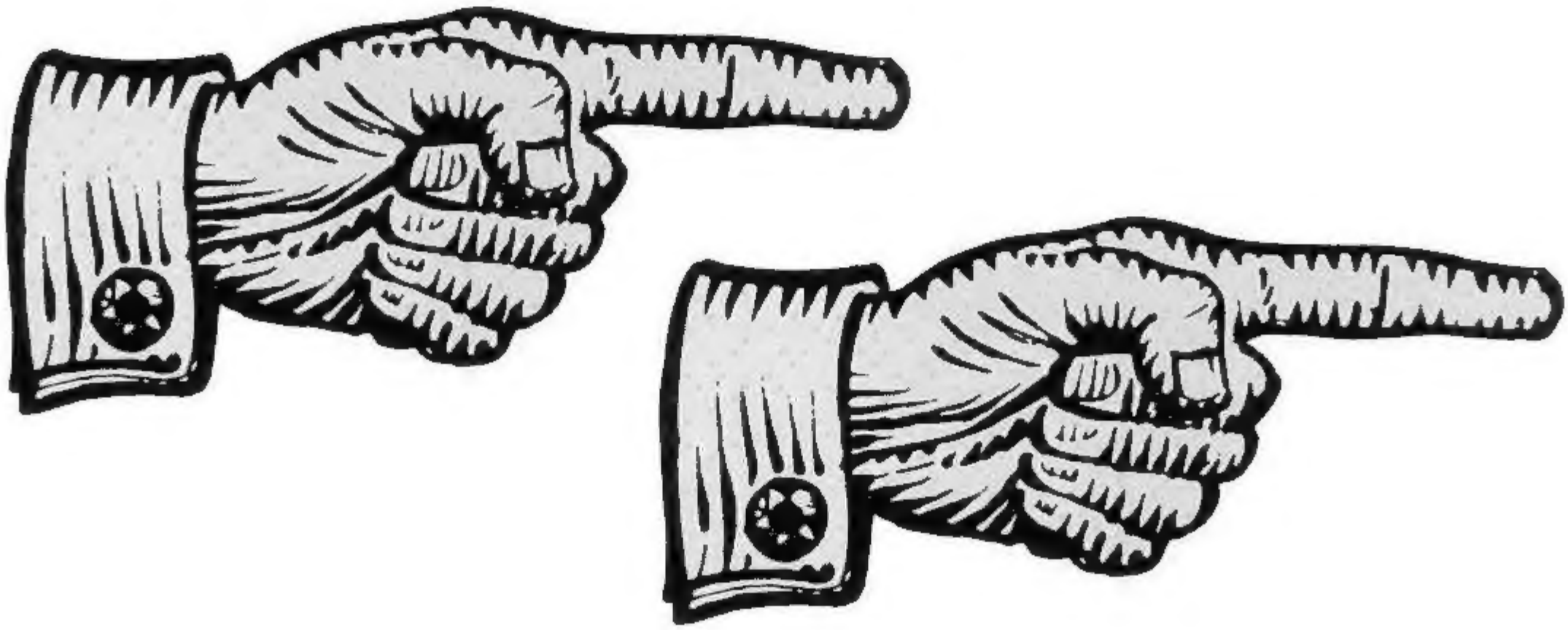
Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars will go to the Dark Side!

THIS MONTH'S BANTHA FODDER TO BE:

ARTIST: HERMANN MEJIA
WRITER: MIKE SNIDER

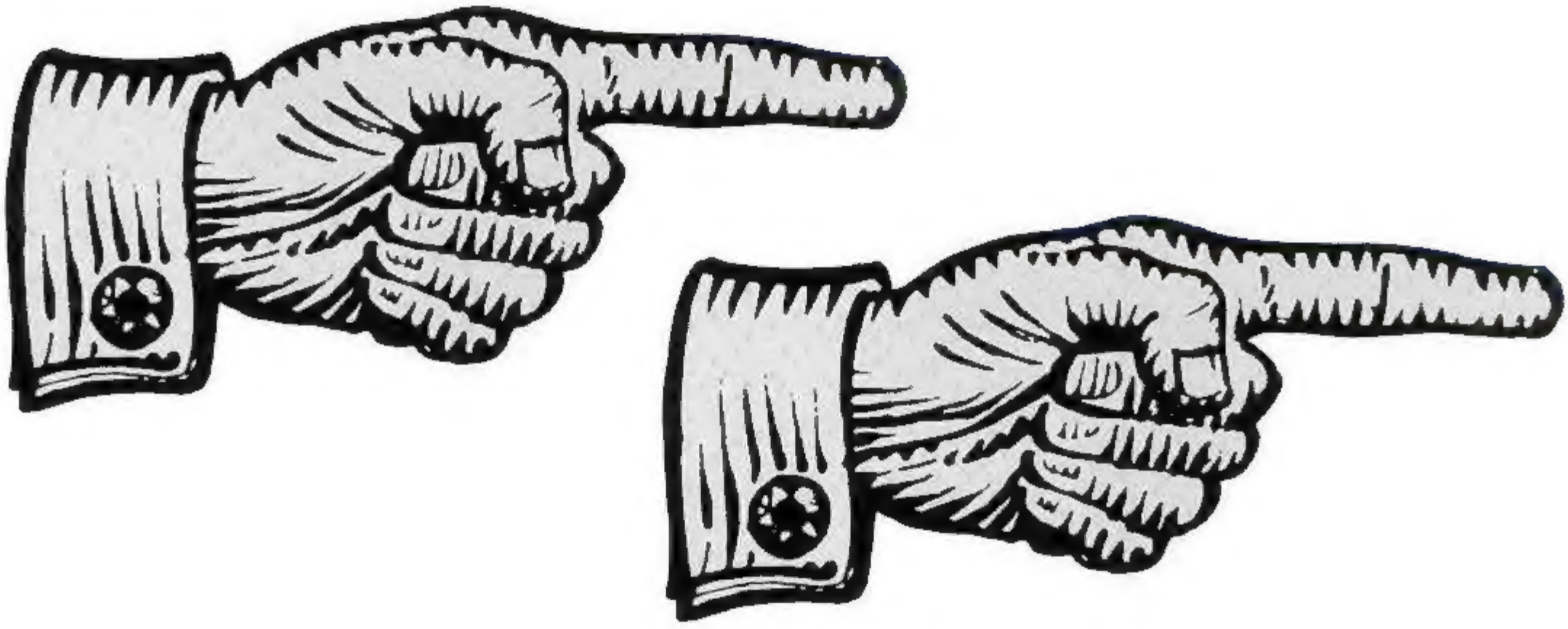
GEORGE LUCAS

CAUSE OF DEATH	ODDS
Smothered in hugs and kisses at toy manufacturers' convention	3:1
Executed by mob of nit-picking *Star Wars* nerds over mistakes, plot holes and logic inconsistencies in first trilogy	5:1
Bludgeoned to death by embittered Mark Hamill for not giving him even a bit part in the new trilogy	20:1
Fatal skin rash from wearing the same plaid lumberjack shirt since 1975	25:1
Excessive worrying about availability of financing for next film project	200,879:1



Nothing to see here!

Please skip ahead.



WHAT EAGERLY ANTICIPATED EVENT IS FINALLY UPON US?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

There are few events that manage to excite people all over the world. Even major holidays like Christmas or Passover do not apply to all cultures. But there is one occurrence that is universally celebrated. To find out what this event is, fold page in as shown.

FOLD PAGE OVER LIKE THIS!

A FOLD PAGE OVER LEFT B FOLD BACK SO THAT "A" MEETS "B"

THE LONG AWAITED DAY FINALLY ARRIVES AND VAST DELEGATIONS OF KIDS REJOICE. THEJR WAY OF CELEBRATING IS LEGENDARY. ON EVERYONE'S SCHEDULE THIS IS ONE EVENT THAT'S VERY COOL

A ARTIST AND WRITER: AL JAFFEE B

WHAT EAGERLY ANTICIPATED EVENT IS FINALLY UPON US?

FOLD PAGE OVER LIKE THIS!

A B FOLD BACK SO THAT "A" MEETS "B"

THE LAST DAY OF SCHOOL

A B

The Morning Feeding

That's mommy's **good boy**... open wide...mmmm...**yummy yummy!** What a **sweetie** you are!
My, your **child** is a **good eater!**
Yes!
BURP!
You're **lucky!** My kids eat like a **bird!**
Uh...uh...**UHLL...BLURG!** Huck-huck! **Wuh-wuhaalp!**
TOM BUNK

WRITER: MICHAEL GALLAGHER ARTIST: TOM BUNK